

## **Shoe and Leather Industry**

# **FORECAST FOR '55**

### **Forecast Reports:**

**Women's Shoe Manufacturers**

**Men's Shoe Manufacturers**

**Juvenile Shoe Manufacturers**

**Other Shoe Manufacturers**

**Shoe Leather Tanners**

**Other Leather Tanners**

**Shoe Wholesalers**

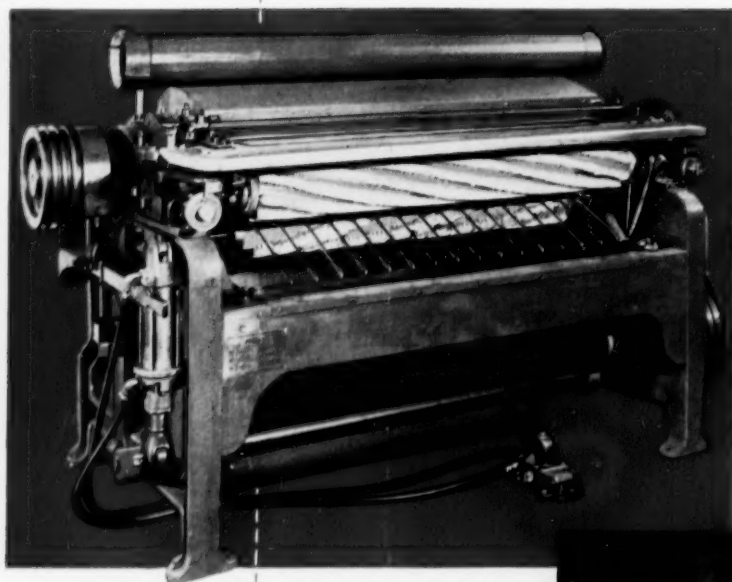
**Shoe Chains**

**Department Stores**

**Tanning Materials And Supplies**

**Shoe Materials And Supplies**

**Hides And Skins**



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memories .... a very merry holiday  
that will be a harbinger of  
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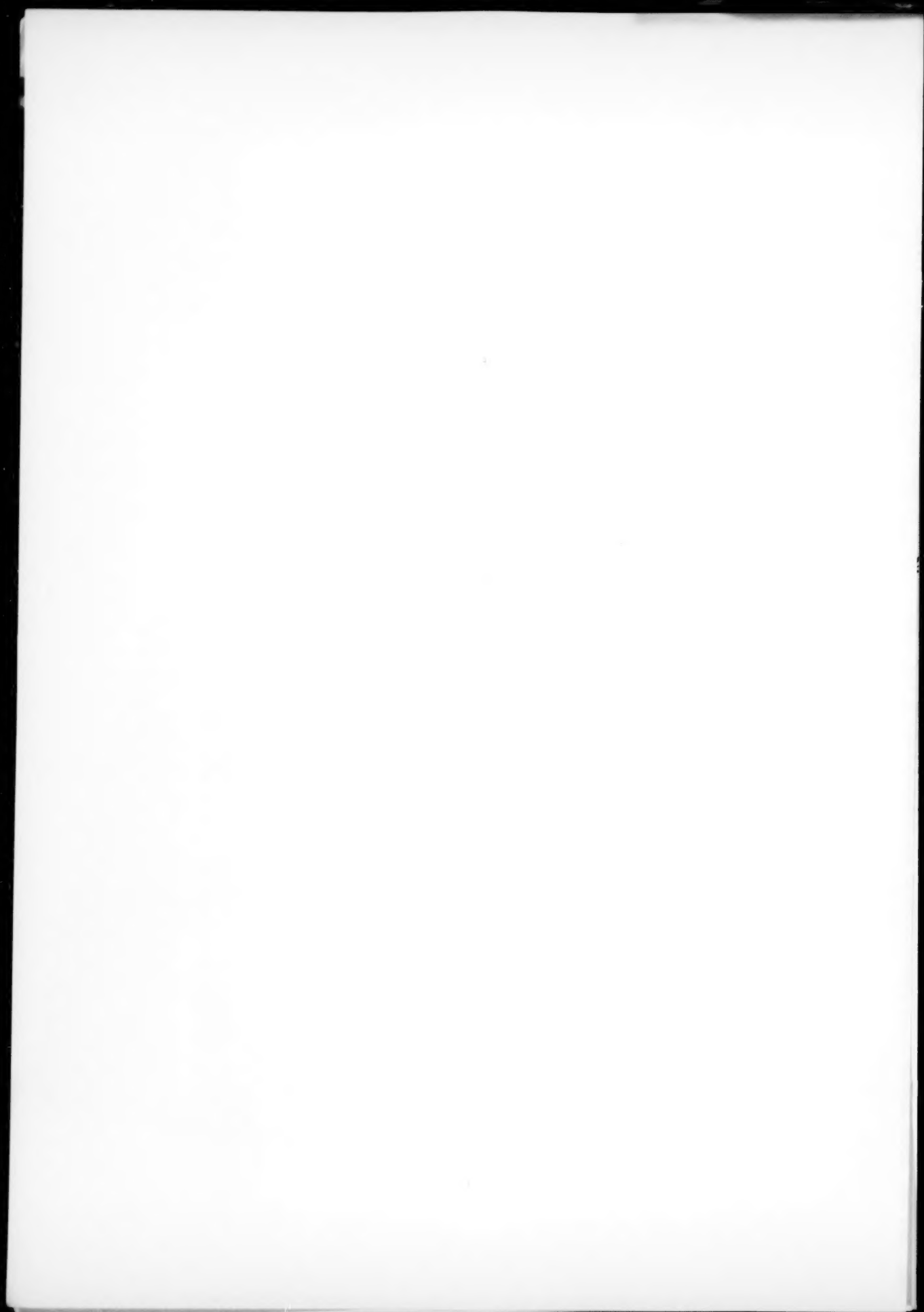
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# LISTEN TO THIS!

**Belgian leather fashions.** The Belgian Office for Increased Productivity, in cooperation with the Belgian leather industry, plans to set up a "Leather Fashion Center" to promote increased public appreciation and consumption of leather goods and footwear. The program will be under the cooperative auspices of shoe manufacturers, retailers and tanners, and will be linked with fashion developments in the apparel industry—and will also draw up a seasonal leather color card.

**For posterity.** The outstanding 1954 football players in the state of Utah have had their football shoes cast in bronze and mounted with a plaque. The athletes are recipients of the Thom McAn trophies.

**East-West trade.** France and Russia have signed a trade agreement wherein France will ship \$322,000 worth of sole leather up to the end of 1955. France has sharply increased its exports of sole leather, now running at a rate of about 5,000 tons a year. A good portion of this increase stems from enlarged deliveries to Russia.

**New record.** The National Association of Hosiery Manufacturers reports that in December the American public purchased 168 million pairs of socks and stockings—the largest holiday gift sales volume in the history of the hosiery industry.

**Speedy growth.** The plastics industry, which only a decade ago was just crawling out of its infancy, will in 1954 do more than \$1 billion in sales, the first time the billion-dollar mark has been reached. This industry is growing at a rate of 20 percent annually.

**Deer hides.** Iowa hunters have been asked to give deer hides to the local Tama Indians, who will use the hides for hand leather work. Instructions are to lightly salt the hides, place them in locker plants until delivered to the state historical building at Des Moines.

**Mix-up feet.** High school boys in Columbus, Ohio, are wearing pastel saddle oxfords—pink on one foot, helio (lavender) on the other. One boy buys a pair of pink shoes, while his friend buys a pair of helio shoes. Then they each swap a shoe.

**Something to watch.** A development for shoe stores to watch is the decline in morning shopping. Some retail merchants' organizations are predicting that it's dying out, especially in cities, and that in five years stores will open at noon, close at 9 P.M.

**Super-production.** Over the past 100 years the world's population has more than doubled—from 1,160,000,000 in 1850 to 2.5 billion today. If this added population averaged three pairs of shoes per capita, it would mean an additional pairage of over four billion. (World production of leather footwear today amounts to only 1.3 billions—or a per capita consumption of about one-half pair.)

**Risky shoe business.** James Talcott, who heads the century-old firm bearing the same name, and specialists in business statistics, states in his new "Future Book" that retail shoe business is risky. Of 23 different retail businesses cited, shoe business rated as the 9th worst risk. Among manufacturers, leather and footwear manufacturing rated the worst risk next to furniture.

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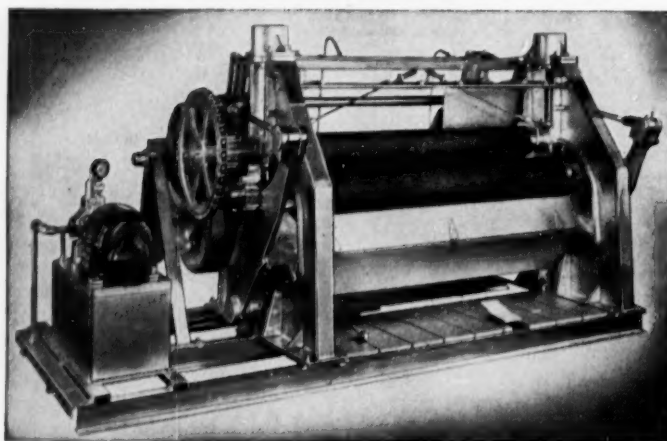
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# **W**ring out the Old Year **WRING** in the New Year!

in fact,

wring out year after year with

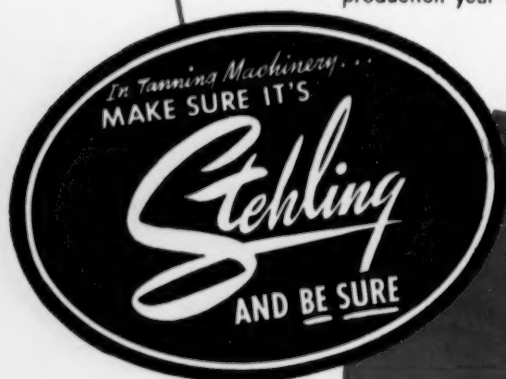


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**H**OW good is an industry "forecast"? How much can you really rely on it as a guide?

Actually there is only one fully accepted answer. And that is: How did the "forecast" compare with what finally and really happened?

LEATHER AND SHOES has for the past several years been conducting its annual "Forecast," which polls some 3,000 executives in the shoe and leather industry. It's by far the most extensive such poll conducted by any source in this industry.

**We've stated before** that this poll comprises one of the most dependable guide sources for the industry's thinking and plans for action over the year ahead. But now let's see how really true that is.

Let's take a look at the scoresheet of last year's LEATHER AND SHOES industry poll ("Forecast For '54"). Let's see what these industry executives expected—and compare it with what actually happened in 1954.

One of the best "reliability" factors of an industry or business forecast is sales. In short, what did the industry forecast for 1954 sales—and what actually happened to sales?

**So here's the actual scoresheet** plus some commentary.

The 1954 sales forecast for 1954 for the *entire industry combined* (shoe manufacturers, tanners, shoe chains, department stores, shoe wholesalers, hides and skins, suppliers), was as follows:

Sales higher, 21%; lower, 33%; no change, 46%. Thus 79% said they expected same-to-lower sales for 1954.

Here is the "vote" of the *shoe industry alone* (manufacturers, retailers, wholesalers, suppliers):

Sales higher, 24%; lower, 31%; no change, 45%. Thus 76% of the

shoe industry expected same-to-lower sales for 1954.

And the forecast of the *leather industry* (tanners, hides and skins, suppliers):

Sales higher, 18%; lower, 31%; no change, 51%. Thus 82% of this group expected same-to-lower sales.

First, note the unanimity of the "vote" by the groups. Though making their forecasts independently and individually, their conclusions struck pretty close to almost identical targets.

All right, but what actually happened?

First, the sales forecast proved amazingly accurate. Shoe and leather sales were actually same-to-lower for 1954 as compared with 1953.

**But let's be specific.** Take 1954 shoe production (which runs just about even with sales). For 1954 it will reach approximately 500 million pairs (on basis of pre-revised figures). For 1953 it was 501 million pairs (on same pre-revised figures basis). Thus the 76% of executives in the shoe industry who forecast same-to-lower sales for the year were right on the target.

The same applies to the leather industry. Its sales run almost parallel with the course of the shoe industry. Thus, the 82% forecasting same-to-lower sales for 1954 were uncannily accurate.

But not only were these groups quite precise in their forecasts for 1954 sales, but their accuracy was repeated in their forecasts related to other factors such as profits, costs, prices, inventories, etc.

**These forecasts, therefore,** prove to be much more than a mere "opinion poll." They prove to be a fairly accurate and reliable statistical projection of this industry's con-

firmed thinking on the course of business ahead. And as an industry thinks, so does it plan—and from its plans, so does it act. Polls, therefore, aren't merely expression of thoughts but actually evolve into *charts of planned action ahead*.

Which leads us into this year's poll—our Forecast For '55, as reported in detail in this issue. In the years that LEATHER AND SHOES has been conducting these annual polls, there hasn't been one where the optimism for the period ahead has been as strong as it is for 1955.

**And one reason why we** cited the accuracy of last year's forecasts was to emphasize the high probability of accuracy that may be expected in the forecast for '55—for it's one of the most encouraging we've seen. And here it is (you can get all the details in the "forecast" section of this issue):

For the shoe and leather industry combined, and concerning sales: 52% see higher sales; 13% lower; 35% no change. Thus, 87% see sales same-to-higher for '55.

The shoe industry alone: 57% expects higher sales; 11% lower; 32% no change. Thus 89% sees sales as same-to-higher for the year ahead.

The leather industry alone: 48% anticipates higher sales; 16% lower; 36% no change. Thus 84% sees sales as same-to-higher.

This is a remarkably strong vote of confidence in sales for the year ahead. What's more, similar high scores are chalked up on prices (mostly little change), profits (a definite improvement expected), inventories (very much in a normal condition) and other factors.

Sum it up in a terse phrase: forecast is for an excellent year ahead.

Laboratory preparation of acrylic esters, one step in the search for improved polymers.



This machine measures low temperature properties of plasticizers.

Weatherometer measures resistance to light of chemicals on leather and fabrics.



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Apparatus for measuring respirations of microorganisms used in production of industrial enzymes.



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# THE SEARCH THAT NEVER ENDS

Once in awhile the question is asked: "What has been the effect on Rohm & Haas leather chemicals of the spread of the company's interest into other fields?" The answer is simple: Chemicals which might not otherwise have been made are now available to the tanner. This has resulted in the development of products of highest quality whose range of usefulness to the tanner is steadily being extended.

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**SEALED BEARINGS**—Prelubricated at the factory. No further lubrication required.

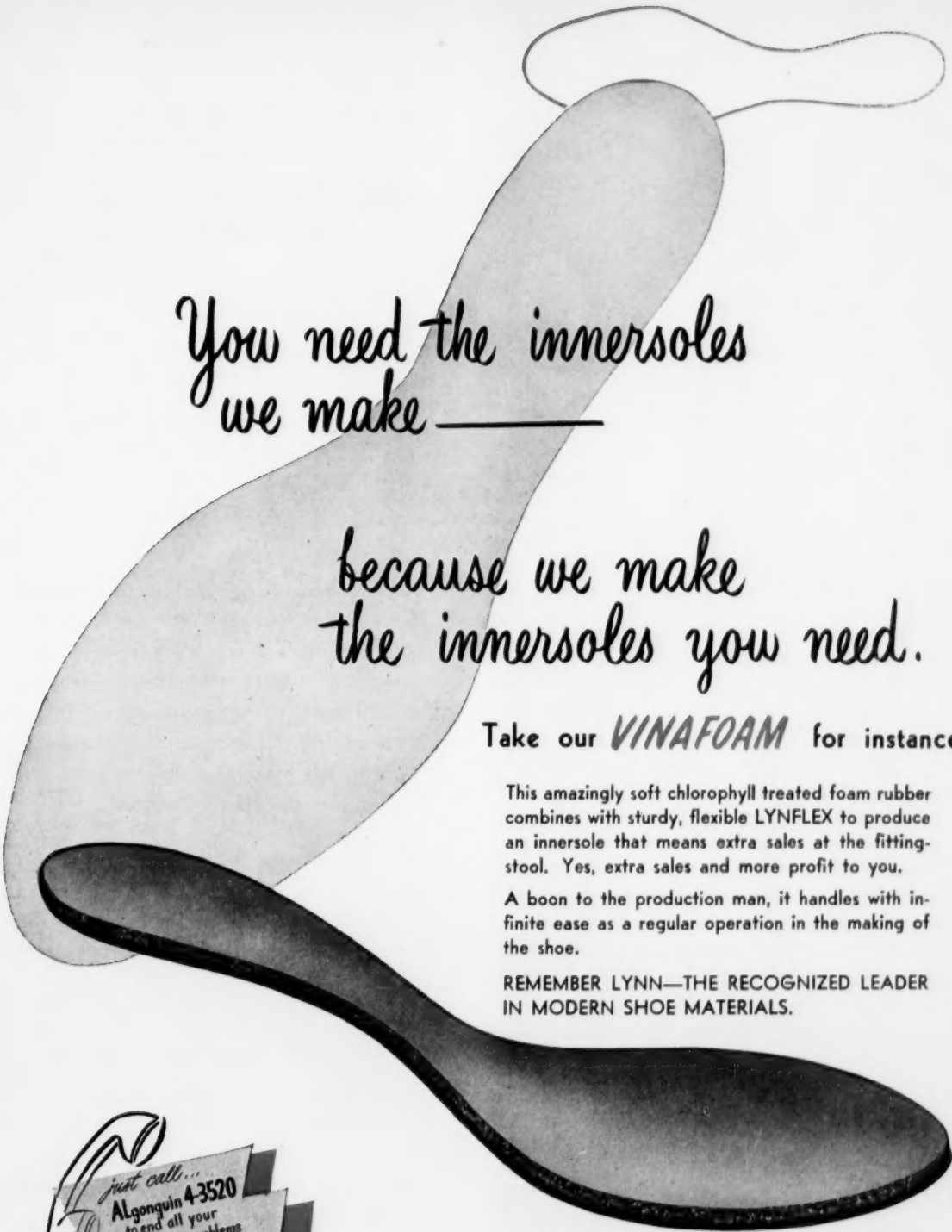


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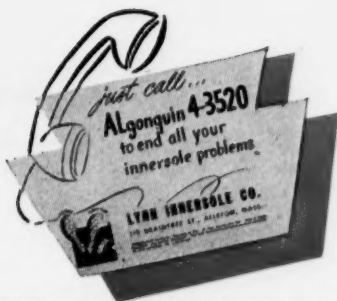
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the innersoles you need.

Take our **VINAFOAM** for instance

This amazingly soft chlorophyll treated foam rubber combines with sturdy, flexible LYNFLEX to produce an innersole that means extra sales at the fitting-stool. Yes, extra sales and more profit to you.

A boon to the production man, it handles with infinite ease as a regular operation in the making of the shoe.

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S T E D F A S T

# WOMEN'S SHOE MANUFACTURERS

Many in this group are calling the conditions "Ideal" for good business ahead. A big 74% expect to see an appreciable sales rise.

## Sales

1. How do you see 1955 sales for your particular type and price range of shoes—higher, lower or about the same as 1954?

**Higher, 74%; lower, 4%; no change, 22%.**

There is a tremendous feeling of sales optimism among this group for the year ahead. An almost unprecedented 74% expect higher sales—the rise amounting to 10-12%, according to their opinion. Even the generally conservative "no change" group was this time overwhelmed.

Note, for example, some interesting comparisons with the feeling at this time last year, when only 34% of this group expected higher sales as against 74% this year. Also, a year ago some 15% foresaw lower sales, while this year only a tiny 4% have that view. The conservatives last year, voting "no change," numbered a wholesome 51%, as against only 22% this year.

The feeling is one of very dominant sales upbeat and optimism.

## Prices

2. Do you see 1955 prices of your particular type and grade of shoes averaging higher, lower or about the same as 1954?

**Higher, 8%; lower, 11%; no change, 81%.**

The gist of most of the opinion: with costs fairly well stabilized, especially on materials and supplies, the current price line can be held. Speculative forces have been reduced to a minimum, adding to our assurance that prices will show only mild fluctuations at most. The minority believing that prices will tend to move upward or downward are of the opinion that such movements will amount to about 5% at most.

Last year, 74% expected no price changes, as compared with 81% with

that view this year. About 17% saw lower prices, as against 11% this year, and those foreseeing higher prices were almost identical for both years.

## Costs

3. As compared with 1954, do you think your next year's costs will be higher, lower or about the same?

**Higher, 34%; lower, 12%; no change, 54%.**

In almost all instances where the opinion was that costs would rise or fall, the cost changes are expected to be minor: about 3-5%.

Some 52% expect the customary annual rise in labor costs—3-5%—while 41% see virtually no change. As to materials, 74% see costs holding the line, while 18% sees a mild drop. Regarding supplies, 73% see no change, with 19% expecting a little fall. Some 59% expects overhead costs to rise a bit, while 30% think these costs will hold. Distribution costs will remain fairly stable, according to 55%, while 41% foresee a mild increase.

The poll consensus was almost identical for this year and last in the matter of costs outlook.

## Profits

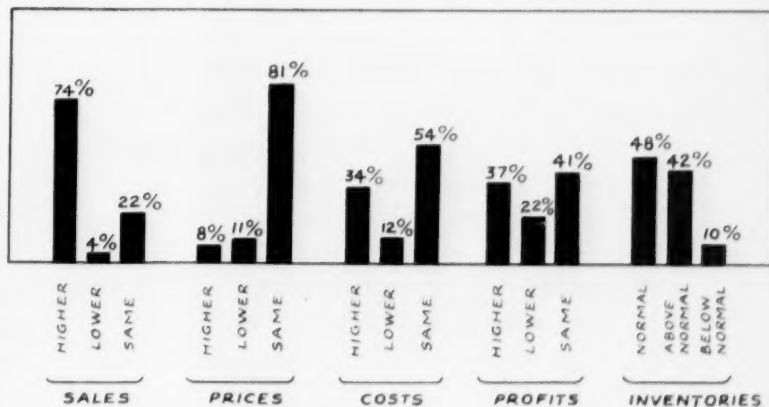
4. For 1955, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 37%; lower, 22%; no change, 41%.**

There's a fairly encouraging feeling regarding the profits outlook. It's based mostly on the expectation of stabilized costs and higher volume, enabling a better total volume profit showing, though without change in profit margins. Several manufacturers in this group made a similar comment: It has been some time since we've had a chance to feel this encouraged about the profits outlook."

The feeling of this group is definitely better than it was last year, when 74% foresaw same-to-lower profits, as compared with only 62% this year. Also, last year 26% expected higher profits, as against an improved 37% this year. Expectation is that profits will show a 5-8% improvement.

(Concluded on page 34)





Our thanks to you, the friends  
we've had

In fifty-four; and may we add

We hope that fifty-five will bring

You all the best of everything.

---

## KORN LEATHER CO.

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## Forecast

For  
'55

Report  
No. 2

# MEN'S SHOE MANUFACTURERS

Major style changes expected to present whole fresh look to men's footwear . . . and raise sales, per capita consumption, and profits.

## Sales

1. How do you see sales in 1955 for your particular type and price range of shoes—higher, lower or about the same as 1954?

**Higher, 53%; lower, 12%; no change, 35%.**

The wholesome number seeing higher sales ahead expect that the rise will amount to 7-10%—due chiefly to some important style innovations such as low-toplines, two-eyelet types, and more casuals, plus colors. These are expected to result in a real sales boost as men seek to add these "new basics" to their wardrobes. The small group anticipating a decline see the fall amounting to 2-5%.

There's much optimism among men's shoe producers this year, as compared with last year at this time when only 28% foresaw higher sales as against nearly double that number this year. The "lower" group comprised 18% last year, as against only 12% this year. A big shift occurred also in the "no change" group—54% last year as against only 35% this year. Most of this shift went into the "higher" group this year.

## Prices

2. How do you see 1955 prices of your particular type and grade of shoes—averaging higher, lower or about the same as 1954?

**Higher, 11%; lower, 12%; no change, 77%.**

A feeling of price stability seems pretty strongly established among this group. The one-fourth expecting higher or lower prices believes the shift won't amount to more than 2-5% either way. The remainder thinks that prices will hold pretty pat with those of recent months. This

feeling of price stability is stronger this year than last, when 69% foresaw "no change" in prices, and 28% expected lower prices, with only 3% seeing higher prices.

## Costs

3. As compared with 1954, do you think that your next year's costs will be higher, lower or about the same?

**Higher, 30%; lower, 13%; no change, 57%.**

The price shifts expected by the "higher" and "lower" groups amount to about 2-5% either way. As to specific costs, here's how the men's shoe producers see them:

**Labor:** higher, 65%; lower, none; no change, 35%. The rise expected by the "higher" group amounts to 3-5%.

**Materials:** higher, none; lower, 29%; no change, 71%. This is quite interesting—the first time that the "higher" classification didn't get a substantial vote. The feeling: materials costs will be same-to-lower.

**Supplies:** higher, 4%; lower, 30%; no change, 66%. This is pretty close to the results on the "materials" issue.

**Overhead:** higher, 29%; lower, 6%; no change, 65%.

**Distribution:** higher, 52%; lower, none; no change, 48%. Summed up: it's costing more and more to sell goods—salesmen's salaries and commissions, advertising, promotion, freight and carrying costs, postage, etc. These costs expected to average a 3-5% rise.

## Profits

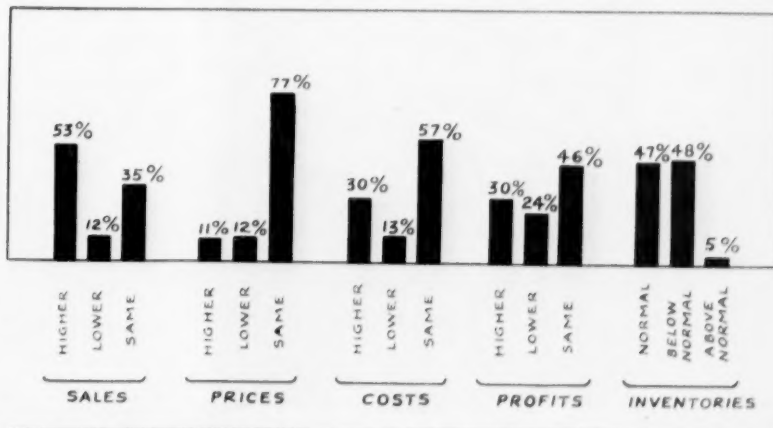
4. For 1955, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 30%; lower, 24%; no change, 46%.**

Men's shoe producers feel much more encouraged about profits outlook for this year—due chiefly to the expectation of higher sales volume as against only small advances in costs. Expected better profits will come from increased volume rather than increased prices or margins. The "higher" group anticipates an 8-10% rise, while the "lower" group sees a small fall of 2-4%.

But note the comparisons among this group last year, when only 11% expected higher profits, and 39%

(Concluded on page 40)







## THE WEATHER VANE THAT SYMBOLIZES CRAFTSMANSHIP

Atop the Barbour Mill in Paterson, New Jersey, is an old spinning wheel fashioned into a unique weather vane. While it indicates which way the wind blows, it

serves best as our symbol of craftsmanship... a constant reminder that skill and painstaking care still play the necessary and major part in today's industrial technology. This perfection of craft, applied to the production of shoe manufacturing threads on modern machinery, is our extra ingredient — and is incorporated in every product we manufacture. The Linen Thread Co., Inc. is a company of diversified products with a complete line of sole-sewing threads to meet your every need.



**BARBOUR'S THREADS**—Sinew • International and Thread Lasting Linen Threads • Backseam "Closing" Linen Kantstrand and Pioneer Braided • Nylon • Red Hand • Littleway • Thread Lasting Cotton • Shurseam • Super-tite Liberty • Gold Medal • Queen • Castle and Passaic • Ready Wound Bobbins for Littleway & Goodyear Stitchers.

## Forecast

For

'55

Report

No. 3

# JUVENILE SHOES

With sales outlook healthy, prices and costs stabilized, and inventories in need of stock, added volume can deliver needed profits without price boosts.

## Sales

1. How do you see sales for your particular type and price range of shoes for 1955 — higher, lower or about the same as 1954?

**Higher, 79%; lower, none; no change, 21%.**

The expected rise, as seen by the "higher" group, amounts to 5-8%. There's a genuine sales optimism here — one of the strongest voted in years by this group.

This can be seen by a comparison with last year's vote among the juvenile shoe producers. At that time, only 30% saw higher sales as compared with a heavy vote of 79% seeing higher sales for 1955. Last year, 13% anticipated lower sales, as against none this year. Last year, most juvenile shoe producers adopted a stand-pat attitude, with 57% stating they expected no change in sales. But this year this group dwindled to a mere 21%. Summed up, the optimistic feeling is strongly positive for the year ahead.

## Prices

2. Do you see 1955 prices of your particular type and grade of shoes averaging higher, lower or about the same as 1954?

**Higher, 12%; lower, 5%; no change, 83%.**

The overwhelming majority sees little if any variations in prices for 1955 as compared with last year. Those expecting higher or lower prices comprised only small minorities. Moreover, the price shifts ex-

pected by these two group amount to only 3-5% either way.

This year's pattern of opinion regarding prices with this group is very close to last year's when an almost identical share (82%) foresaw no price changes, while only 7% expected higher prices and 11% anticipated lower prices. Actually, the way it worked out, juvenile shoe prices held fairly stable throughout the year, which made the 82% voting "no change" fairly accurate on their forecast.

## Costs

3. As compared with 1954, do you think that your next year's costs will be higher, lower or about the same?

**Higher, 36%; lower, 3%; no change, 61%.**

On labor costs, 66% expect a 3-5% boost, while 29% see no appreciable change. As to materials, 79% expect current costs to hold, while

21% see a mild rise. Supplies costs, according to 83%, will hold the line, with only 12% of these shoe manufacturers expecting a mild rise. As to overhead, 52% see no change in view, while 45% look for a 3-5% rise. Distribution costs, say 62%, will show no change, but 38% foresee a slight 3-5% boost.

As to over-all costs, the vast majority see same-to-slightly-higher costs, with a tiny 3% seeing a trend to slightly lower costs.

Last year, 88% expected same-to-higher costs, while 12% looked for slightly lower costs.

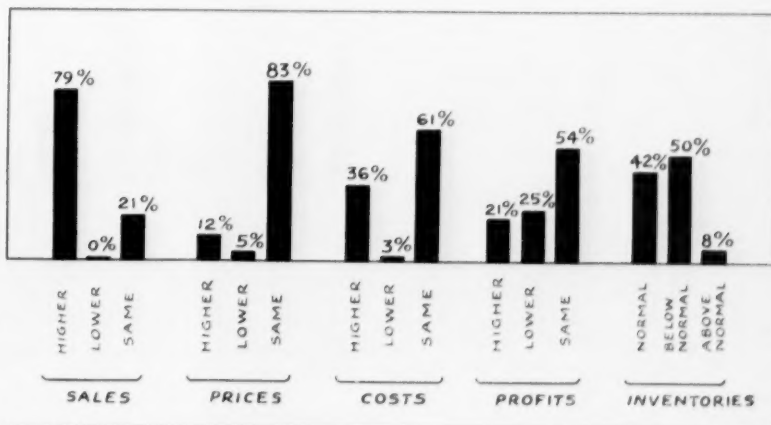
## Profits

4. For 1955, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 21%; lower, 25%; no change, 54%.**

One-fifth of these manufacturers expect a mild 3-5% increase in net profits, while one-fourth of them see

(Concluded on page 42)



# OTHER FOOTWEAR MANUFACTURERS

Where diversification and new items being introduced, outlook is held exceptionally promising . . . In other instances it's wholesome.

## Sales

1. How do you see 1955 sales for your particular type and price range of footwear—higher, lower, or about the same as 1954?

**Higher, 71%; lower, none; no change, 29%.**

"Other footwear" includes slippers, athletic shoes, special-purpose boots, rubber-fabric footwear, and other specialty types.

As a whole the makers of such footwear are strongly optimistic. Nearly three-fourths expects higher sales, with the rise amounting to 10-15%, while none expects a sales drop, and a little more than a fourth sees no change.

Unlike the three other shoes groups (men's, women's, juvenile), reason for the sales upbeat is more than just "a good shoe year ahead." Some of these specialty types of footwear are relatively new and enjoying a still-expanding market. For example, rubber-fabric footwear, or the new low-price, casual outdoor and semi-outdoor footwear being produced by a growing number of slipper makers.

Moreover, the sales-rise outlook is not the more conservative 5-10% expected by conventional footwear makers, but leans toward a 10-20% rise expectation.

It's interesting to note the comparisons with last year, when only 22% foresaw higher sales (as against 71% this year), and 17% thought sales would be lower (as compared with none this year). And whereas last year 61% expected no sales change, this year only 29% feel that

way. That's clear indication that any feeling of "caution" on sales outlook has been subordinated by strong optimism.

## Prices

2. How do you see 1955 prices for your particular type and grade of footwear — averaging higher, lower or about the same as 1954?

**Higher, 11%; lower, 20%; no change, 69%.**

As with makers of all other types of footwear, this group believes that prices will pretty much hold the line of prices over recent months, due chiefly to fairly stabilized costs. The 31% seeing prices as higher or lower believes the change will be a mild 3-5% either side.

## Costs

3. As compared with 1954, do you think your next year's costs will be higher, lower or about the same?

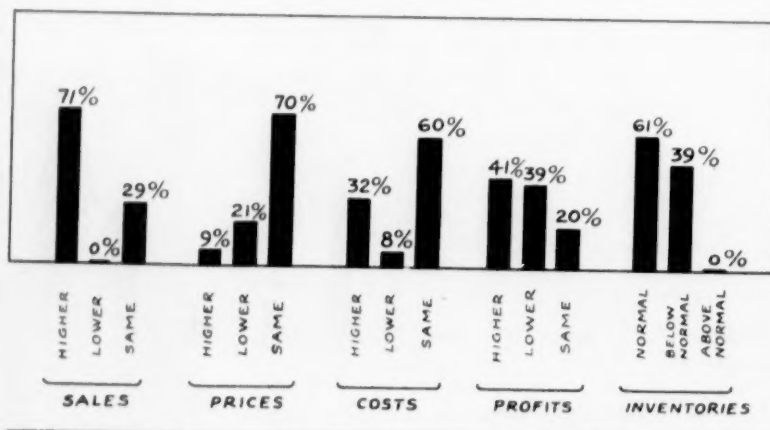
**Higher, 32%; lower, 8%; no change, 60%.**

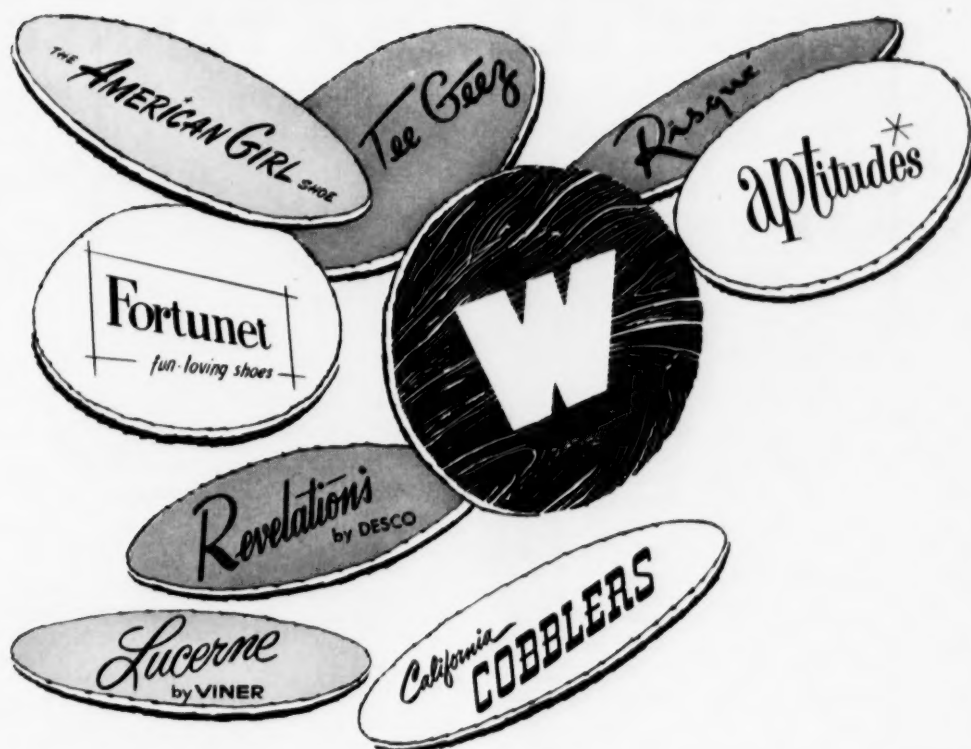
No substantial cost increases are seen. Rather, a continued trend of "creeping costs" in some categories, such as labor, overhead and distribution. And even here mildly, 3-5% average.

As to labor, 40% see a mild rise, while 60% see no appreciable change, and none sees lower labor costs.

Materials costs find 60% seeing no change, 30% seeing a slight decline, and only 10% expecting a rise.

(Concluded on page 44)





## "Blue Chips in the Industry"

What is it that makes a shoe manufacturer great?

What is it that makes a shoe sell?

What does a woman look for in a pair of shoes?

Three ways of asking the same question. And these eight blue chips all have the same answer.

It takes *good fit* — she calls it comfort.

It takes *good shoemaking* — that extra ounce of value.

*Style* — the magic in a shoe that turns her dress into an ensemble.

And *timing* — the shoes she wants, *when* she wants them.

The leaders of the shoe industry have these things in common. For in this competitive industry of ours, there isn't much room for mistakes. These companies are not among the leaders by accident.

There is one more thing these blue chip shoemakers have in common . . . those uncommonly fine wedge heels by Wilner.

And that's no accident, either.

*World's Largest Manufacturer of Wedge Heels*



NORWAY, MAINE • NORWAY 480 • ST. LOUIS OFFICE • 410 NORTH FOURTH STREET • CHESTNUT 1-0927

# SHOE LEATHER TANNERS

Shoe leather tanners look to one of their best periods in recent years. But coming to the surface are some important new trends and developments.

## Sales

1. *How do you see your sales for 1955 — higher, lower or about the same as 1954?*

**Higher, 50%; lower, 9%; no change, 41%.**

Very much of an "upbeat" feeling among the tanners of shoe leathers. Half of them see a better sales year, with the improvement amounting to an anticipated 10-15%, which represents a substantial increase if fulfilled. The small group (9%) expecting a sales decline see a drop of 5-7%. Another two-fifths sees no change in sales.

Note the very sharp difference in feeling this year among this group as compared with their sales-outlook views at this time last year, when only 29% expected higher sales (as against 50% this year), and fully 43% looked to a sales drop (as against only 9% this year). Obviously, the optimistic feeling stems from the improved outlook for shoe production and sales next year.

## Prices

2. *How do you see your own prices for 1955—higher, lower or about the same as 1954?*

**Higher, 41%; lower, 23%; no change, 36%.**

The two-fifths predicting higher prices see the rise amounting to about 5%, while the one-fourth expecting a drop see the fall amounting to the same 5%. The "higher" group sees the price rise stemming chiefly from a firming up of rawstock costs, plus increased labor costs, in addition to small cost increases elsewhere. They do not see any further softening of materials to warrant a decline.

Last year the picture was different—and this group called their shots

fairly accurately. Only 4% saw higher prices then, while 38% foresaw a price drop, which is what happened, due chiefly to softening of the rawstock markets.

## Profits

3. *For the coming year do you foresee your net profits as higher, lower or about the same as 1954?*

**Higher, 42%; lower, 13%; no change, 45%.**

Again, a strongly optimistic outlook in a category where tanners usually lean toward the conservative and cautious, and sometimes with a touch of pessimism. But here the picture is sharply different, with a wholesome 87% seeing same-to-higher profits ahead. Expectation among the "higher" group is that the rise will amount to 5-10%.

Note the sharp difference in the outlook as compared with this time last year, when only 23% expected higher profits (as compared with 42% this year), and 46% foresaw lower profits (as against only 13% this year).

## Costs

4. *As compared with 1954, do you foresee your 1955 costs as higher, lower or about the same?*

**Higher, 37%; lower, 8%; no change, 55%.**

The expected rise in costs amounts to 3-5%. The breakdown on individual major costs is as follows:

**Labor:** higher, 68%; lower, none; no change, 32%.

**Hides and skins:** higher, 22%; lower, 23%; no change, 55%.

**Supplies:** higher, 23%; lower, 4%; no change, 73%.

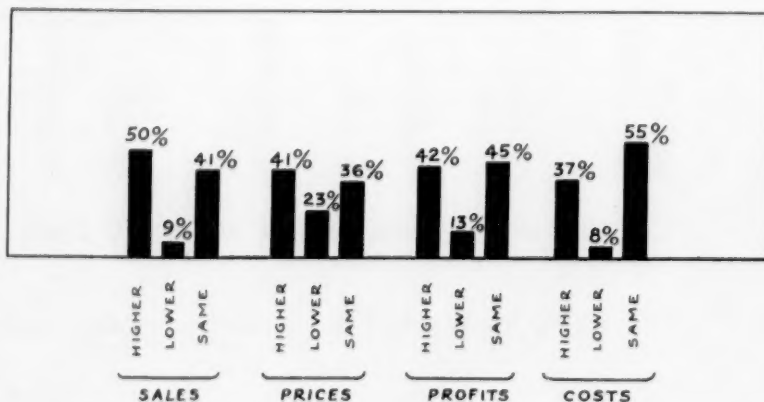
**Overhead:** higher, 34%; lower, 7%; no change, 59%.

## Sales Boost

5. *Does your company plan any one outstanding step to increase its sales next year?*

Following, in the order of frequency of mention, are those most cited:

a. Working closer with fashion developments.





## Forecast

For  
'55

Report  
No. 6

# OTHER LEATHERS

Here's a group almost unanimous in its feeling that 1955 may prove one of the best years yet . . . thanks to a group of fresh, expanding markets.

## Sales

1. How do you see your sales for 1955—higher, lower or about the same as 1954?

**Higher, 69%; lower, none; no change, 31%.**

This is a remarkable unity of opinion for a group making such a diversification of leathers (glove, garment, sporting goods, luggage, industrial, etc.). Of all groups polled in the shoe and leather industry, this particular group may be regarded as the most optimistic concerning sales for the year ahead.

Nearly three-fourths expect higher sales—the rise amounting to 10-15%. This is in sharp contrast to the outlook of this group at the same time last year, when only 18% foresaw higher sales, while 37% expected a sales drop, and 45% anticipated no change.

## Prices

2. How do you see your own prices for 1955—higher, lower or about the same as 1954?

**Higher, 31%; lower, 16%; no change, 53%.**

In general, the feeling is that there'll be a firming up of prices, and in a few types of leathers (chiefly those in principal demand) a slight (5%) rise. The one-third expecting the price rise attribute it to upped labor costs, a firming of rawstock markets, plus increased demand and consumption of leather next year.

There's quite a contrast among this group on the price matter as compared with the poll of last year,

when none predicted higher prices, while 43% said prices would fall (as they actually did), and 57% foresaw little change. This group was pretty accurate in their outlook as of last year—which suggests good likelihood that they'll call the cards right for the year ahead.

## Profits

3. For the coming year do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 46%; lower, 8%; no change, 46%.**

Here again is another indication of the strong upbeat confidence of these tanners. Nearly half see a better profit year (and usually tanners are not this emphatic on issues concerning profit outlook). The "higher"

group sees a profit rise averaging 5-10%, and they attribute it chiefly to the expected increase in demand and sales volume.

Note the drastic comparison with the profits attitude of this group of tanners last year, when only 4% expected better profits (as compared with 46% this year), while fully 50% said profits would fall (as against only 8% seeing it that way this year).

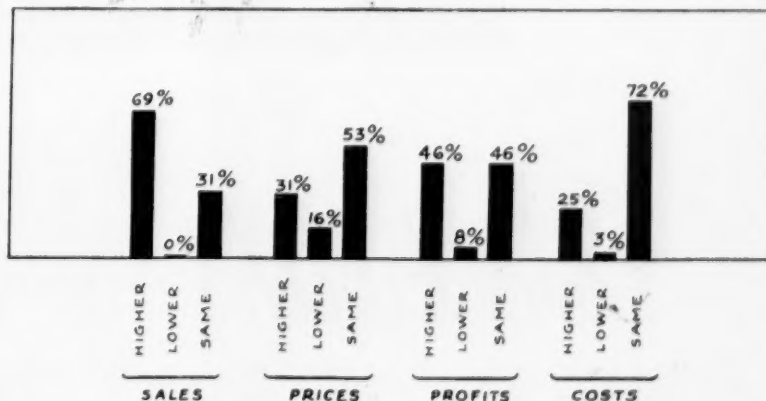
## Costs

4. As compared with 1954, do you foresee your 1955 costs as higher, lower or about the same?

**Higher, 25%; lower, 3%; no change, 72%.**

The over-all feeling is that excepting a few creeping costs, as a whole

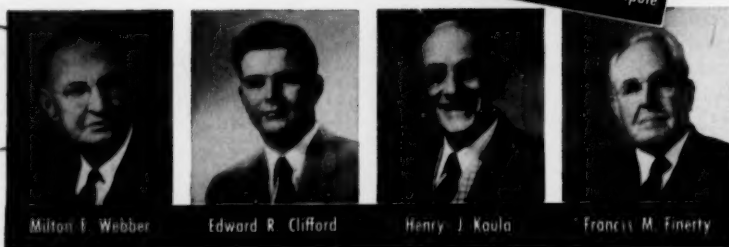
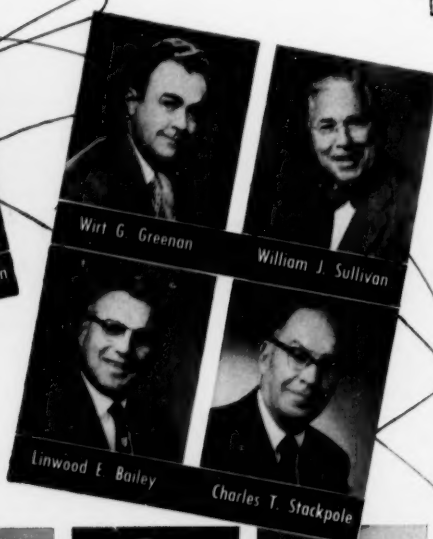
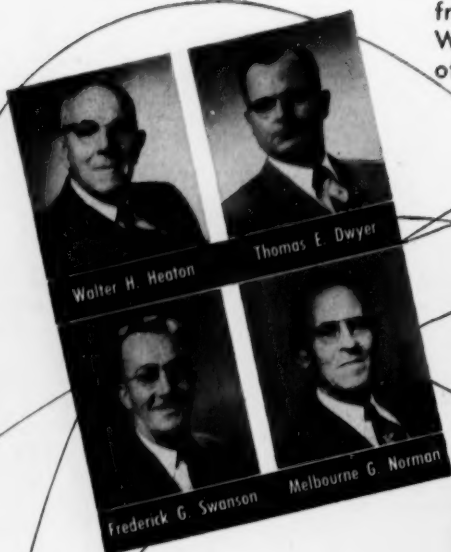
(Concluded on page 48)



# ASK YOUR Beckwith Box Toe Salesman...

These sales and service men of Beckwith and its affiliates Arden-Rayshine and Safety Box Toe have both the products and know-how to meet your specific shoemaking problems. Box Toes and other shoe specialties for everything from baby's booties to top sergeant's kicks. Materials ranging from softest felt to toughest austempered steel. We can't tell you the whole Beckwith story here, of course . . .

**ASK YOUR SALESMAN.**



## Beckwith

**MANUFACTURING COMPANY**  
DOVER • NEW HAMPSHIRE

SUBSIDIARIES AND AGENTS: ARDEN-RAYSHINE CO., & CASTEX LABORATORIES, INC., WATERTOWN, MASS. • BECKWITH MFG. CO. OF WISCONSIN, (MILWAUKEE)  
BECKWITH BOX TOE, LTD., SHERBROOKE, P. Q., CANADA • VICTORY PLASTICS CO., HUDSON, MASS. • FELT PROCESS COMPANY, BOSTON, MASS.  
SAFETY BOX TOE COMPANY, BOSTON, MASS. • AGENTS: WRIGHT-GUHMANN COMPANY, ST. LOUIS, MISSOURI • DELLINGER SALES CO., READING PENNSYLVANIA  
THE GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO • FACTORY SUPPLIES, INC., MILWAUKEE, WISCONSIN.

# SHOE WHOLESALERS

This group, traditionally low-profit operators, looks to a better profit year. Inventories are in much better condition than a year ago.

## Sales

1. How do you see 1955 shoe sales for your own price lines — higher, lower or about the same as 1954?

**Higher, 33%; lower, 15%; no change, 52%.**

There's a much more encouraging feeling among this group as a whole. A full one-third see better sales for 1955, with the rise averaging 5-8% over 1954. The 15% expecting lower sales believes there'll be a mild drop of about 5%. Slightly more than half see sales holding with 1954, which many wholesalers considered a fair year.

However, the stronger feeling is evidenced by a comparison with the poll among this group last year, when only 12% looked forward to higher sales (as against 33% this year), and 33% expected a sales drop (as compared with only 15% feeling that way this year). Thus the percentages have just about been reversed. Primary reason given for outlook for higher sales: retailers' normal or sub-normal inventories and need for shoes, which most wholesalers feel will materialize in buying over the months ahead.

## Prices

2. How do you see your prices for the year ahead — higher, lower or about the same as 1954?

**Higher, 5%; lower, 24%; no change, 71%.**

In general, the feeling is that the shoe price structure has crystallized and will stay just about where it is presently for most types of footwear. The one-fourth expecting lower prices see a probable drop of around 5%. However, as one wholesaler remarked, "This will more likely be the result of some trend toward

stocking of lower priced lines rather than actual price cuts."

The attitude toward prices is fairly close to the replies of this group in last year's poll, when none expected higher prices, but 34% anticipated a price drop of a few percentage points (which actually happened), while two-thirds expected no appreciable changes in prices.

## Costs

3. Compared with 1954, do you think your costs for 1955 will be higher, lower or about the same?

**Higher, 43%; lower, 5%; no change, 47%.**

Small cost increases are expected by half in such items as overhead, clerical, distribution, freight and mail charges, etc. A rise of 2-4% overall. But another half of the wholesalers see costs held fairly well in balance — a few mild rises counterbalanced by a few mild declines.

The outlook on costs by this group is pretty much the same as last year, when 36% predicted higher costs,

10% foresaw lower costs, and 54% expected no change.

## Profits

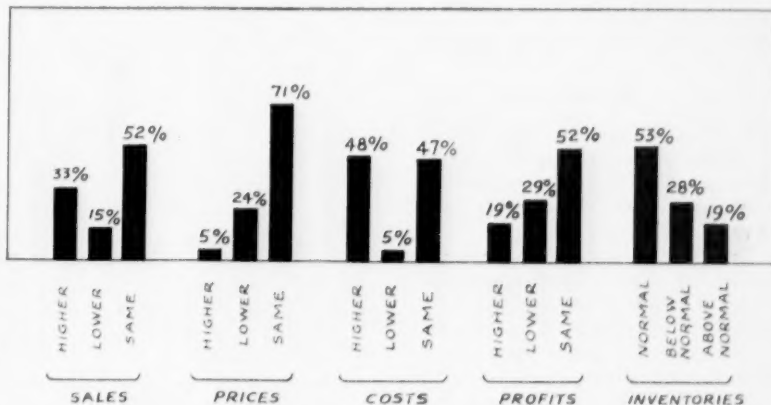
4. For the year ahead, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 19%; lower, 29%; no change, 52%.**

The profit outlook is more encouraging among wholesalers than it has been in several recent years. Two-fifths expect a small rise of 3-5% in their profits, though nearly a third expects the same percentage of decline, while half expect profits to be maintained at the 1954 level. It's interesting to note that shoe wholesalers are among the lowest net profit operators in the industry, their record of net profits averaging less than two percent over recent years.

The better feeling is evidenced by a comparison with last year's poll among this group, when only 2% foresaw better profits (as against 19% this year), and a large 53% expected lower profits, as compared with only 29% this year.

(Concluded on page 50)



# SHOE CHAINS

Not exuberant or highly optimistic, but self-assured of a good sales year ahead. Two key factors: unprecedented competition, and selective buying-selling.

## Sales

1. How do you see 1955 shoe sales for your own price lines — higher, lower or about the same as 1954?

**Higher, 59%; lower, 12%; no change, 29%.**

This group approaches the new year with utmost confidence in a substantially better sales year, with three fifths looking to higher volume (an average of 5-8% increase). Only 12% sees a sales fall-off, though mildly, amounting to 3-5%.

This is a tremendous difference in the report of this group at the same time last year, when only 14% expected higher sales (as compared with 59% this year), and 64% seeing no sales change (as against only 29% this year). Thus the big shift this year is the "no change" group moving over into the "higher sales" group.

Actually, shoe chain sales during 1954 showed only a tiny gain over the previous year, which made the "no change" group right in their prediction. This is significant, in that it points to good probability of this group being right again this year when they say sales will be higher.

## Prices

2. How do you see retail shoe prices for the year ahead— higher, lower or about the same as 1954?

**Higher, none; lower, 6%; no change, 94%.**

This is just about a unanimous decision for the no-change-in-prices group. Last year, only 64% thought there'd be no price change, while 11% expected higher prices, and 25% foresaw lower prices.

The feeling this year is that fairly stabilized conditions prevail in vir-

tually all branches of the industry, which will be reflected in stabilized prices. There is realization that manufacturers are working pretty close to costs, which means little or no room for price shavings. Also, with 1955 seen as a highly competitive year for all merchandise, there'll be no movement upward in prices.

## Costs

3. Compared with 1954, do you think your costs for 1955 will be higher, lower or about the same?

**Higher, 47%; lower, 6%; no change, 47%.**

Those voting "higher" see a mild rise averaging 2-5%. As a whole, however, shoe chains expect costs, like prices, to stay fairly stationary. In instances where there are inevitable cost rises, there'll be efforts to shave other costs correspondingly to maintain a balance that will not affect prices or profits. There isn't much change in the cost outlook as compared with last year, when 54% expected higher costs, 10% foresaw

lower costs, and 36% anticipated no change.

## Profits

4. For the year ahead, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 35%; lower, 24%; no change, 41%.**

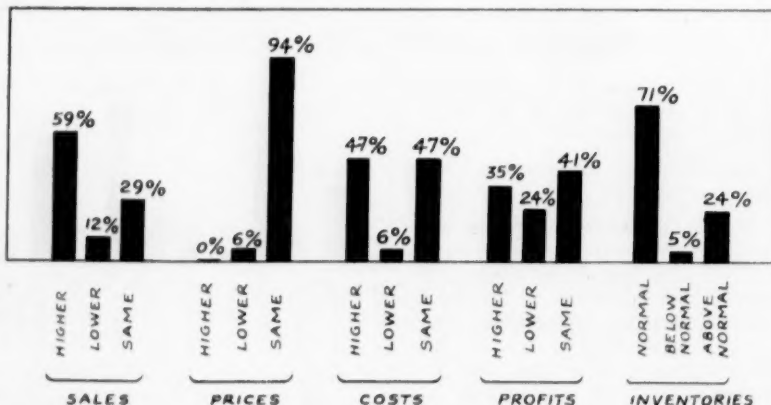
In general, there's a bit better feeling this year about the profits outlook — primarily because of the better sales volume outlook which, it's hoped, will chalk up improved dollar totals without the benefit of higher prices or wider profit margins.

Last year at this time the feeling was less confident about profits, with 25% expecting higher profits, 29% seeing lower profits, and 46% expecting no change.

## Inventories

5. As of right now, would you say that your inventories are about normal, below normal, or above normal?

(Concluded on page 51)



# SHOES — DEPARTMENT STORES

A healthy year ahead is seen for sales . . . Inventories in most cases shaved down to normal . . . Continued trend to closer-to-season buying.

## Sales

1. *How do you see 1955 shoe sales for your own price lines—lower or about the same as 1954?*

**Higher, 53%; lower, 11%; no change, 36%.**

The "higher" group expects a sales rise averaging 5.7%, while the "lower" group sees a fall averaging 5.8%. The general feeling is one of positive optimism.

Actual demonstration of this feeling is shown by a comparison with last year's poll of this group, wherein only 25% expected higher sales (as against 53% this year), with 21% expecting lower sales (compared with only 11% this year), and 54% seeing no change (as compared with only 36% this year).

## Prices

2. *How do you see retail shoe prices for the year ahead—higher, lower or about the same as 1954?*

**Higher, 2%; lower, 12%; no change, 86%.**

The vast majority of these retailers not only believe that prices will hold to current and recent levels, but are adamant that they will. There were various expressions of this determination to maintain prices, either by resisting any upward price pressures on branded lines, or to shift to other lines where prices or price ranges are more in keeping with desired levels.

## Costs

3. *Compared with 1954, do you think your costs for 1955 will be higher, lower or about the same?*

**Higher, 20%; lower, 11%; no change, 69%.**

In the case of higher or lower costs, most opinion is that any cost shifts will be fractional—1-3%. The feeling is that costs have pretty much stabilized.

This year there's less fear of cost boosts. Last year, 54% saw costs going higher, as against only 20% this year. Last year only 36% expected costs to hold pat, whereas this year a large 69% feel that way.

## Profits

4. *For the year ahead, do you foresee your net profits as higher, lower or about the same as 1954?*

**Higher, 25%; lower, 4%; no change, 71%.**

There is a fairly confident feeling that profits will make a fair showing for next year. There's little or no pessimism, as indicated by the small 4% figure of those expecting lower profits. The one-fourth anticipating higher profits see the rise amounting to 3.5%.

Note, for example, the comparison with last year's replies from this group, when 29% expected lower

profits, and only 46% expected no change. The confidence shown this year is seen primarily in the "no change" figure, with three-fourths believing that profits will hold firm, chiefly through increased sales volume rather than changes in mark-up.

## Inventories

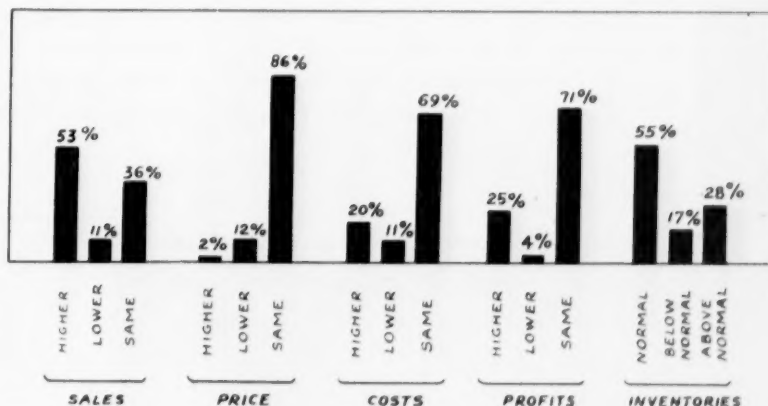
5. *As of right now, would you say your inventories are about normal, below normal, or above normal?*

**Normal, 55%; below normal, 17%; above normal, 28%.**


Those voting "below normal" see their stocks off 5.7% below needs, whereas the "above normal" group see their stocks about 5-10% on the top-heavy side. A majority of 55%, however, regard their stocks as currently normal.

This is quite significant, especially when a comparison is made with the response of this group on the inventory question at this time last year. The "below normal" percentage was the same for both years. However, last year 45% said their stocks were

(Concluded on page 51)







## Stylizing with Calco® Dyes

Colors of importance for 1955—

CALCOFAST\* GRAY G

CALCODUR\* GRAY L

Grays, ranging from pale gray for women to deep charcoal shades for men, are slated for importance in shoe styles next spring and summer. To achieve such fashion-right shades, you'll want these two top-quality Calco dyes:

CALCOFAST GRAY G—produces level, green-toned gray shades on side, split, kid suede and garment sheep leathers; penetrates sueded sufficiently for top

buffing; works well in combination with acid and direct dyes; a good toning color, it produces the charcoal shades you'll want for 1955.

CALCODUR GRAY L—a level surface dye of superior lightfastness, that imparts depth to gray shades; gives excellent results on side, split, suede and garment leathers.

For further information, consult your Cyanamid Dyestuff representative.

\*Trade-mark



AMERICAN *Cyanamid* COMPANY

DYESTUFF DEPARTMENT  
BOUND BROOK, NEW JERSEY

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NORTH AMERICAN CYANAMID LIMITED  
DYESTUFF DEPARTMENT  
MONTREAL AND TORONTO

# TANNING MATERIALS AND SUPPLIES

A genuine optimism this year as compared with the caution and "retrenched" attitude of last year. Outlook is for good sales.

## Sales

1. How do you see your sales for 1955 — higher, lower or about the same as 1954?

**Higher, 55%; lower, 10%; no change, 35%.**

The "higher" group expects to see sales rise about 10-12%, though others in this group are appreciably more optimistic. The "lower" group, much in the minority, expects a mild sales drop of 5% applicable to their own business. There's a strong tone of encouragement about sales volume for the year ahead, corresponding to an anticipated higher volume of leather production and sales.

Last year, 57% of this group foresaw lower sales, as against only 45% this year. Last year, 43% forecasted higher sales, while for 1955 a larger 55% see higher sales.

## Prices

2. How do you see your prices for 1955—higher, lower or about the same as 1954?

**Higher, 16%; lower, none; no change, 84%.**

Those voting "higher" expected a price rise of about 5%. Not one respondent expects lower prices — which is the first time that this group has registered zero in this category in the years that these forecasts have been run. The general feeling: prices have hit the floor, can either remain there (as most expect) or climb a little.

Last year, 67% of this group expected no price change, while this year it was 84%. Those expecting higher prices were almost identical with last year — 17% as compared with 16% this year. The important change is in those voting lower prices. Last year there were 16% comprising this group, as against none foreseeing lower prices for 1955.

An interesting comment voiced several times in this year's poll: "Any further price declines will be a severe pinch on profits which are already gravely thin. It's imperative that prices at least hold firm."

## Costs

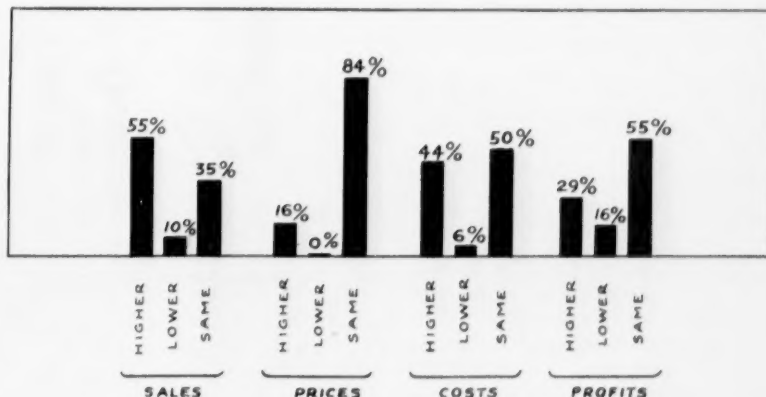
3. How do you see your costs for the year ahead — higher, lower or about the same as 1954?

**Higher, 44%; lower, 6%; no change, 50%.**

The "higher" group expects a costs boost of about 5% over-all.

This group showed some interesting changes in its forecasts on costs, 1955 as compared with 1954. Last year, 75% foresaw same-to-higher costs, as against 94% seeing it that way this year. Last year, 54% saw higher costs, 25% saw them going lower, and 21% expected no change — as compared with 44%, 6% and 50%, respectively, for the year ahead. The big change in feeling is with the "no change" group—50% voting that way this year as against only 21% last year.

(Concluded on page 39)



Forecast

For

'55

•

Report

No. 11

# SHOE MATERIALS AND SUPPLIES

A healthy sales outlook . . . Prices firming up somewhat . . . Continuation of crawling costs . . . And optimism on profits.

## Sales

1. How do you see your sales for 1955—higher, lower or about the same as 1954?

**Higher, 71%; lower, 12%; no change, 17%.**

Those expecting higher sales believe the rise will amount to 10-12%. There was a very strong feeling of better business ahead for 1955, and a substantial number believes sales will show a 15-20% gain over the past year. The very small number seeing lower sales ahead expect a decline of 5-7%. Also, only a small number (17%) expect no change between the two years.

It's interesting to note that this group last year was pretty accurate in their sales forecast, with 52% seeing lower sales for '54 (which is what happened), while only 29% expected higher sales. The sharp differences cited for 1955 seem to pre-  
sage a good year ahead.

## Prices

2. How do you see your prices for 1955—higher, lower or about the same as 1954?

**Higher, 34%; lower, 13%; no change, 49%.**

The price rise expected by the "higher" group averages 5-7%, with most leaning toward the lower figure. The small group expecting higher prices see a rise of about 5%.

Again, some interesting comparisons with last year. At that time these suppliers expected same-to-lower prices, with a wholesome 89%

voting in that direction, as against only 62% this year. Actually, many shoe materials and supplies prices showed a decline for 1954. The suppliers proved to be pretty accurate on their forecast concerning price trends.

## Costs

3. How do you see your costs for the year ahead — higher, lower or about the same as 1954?

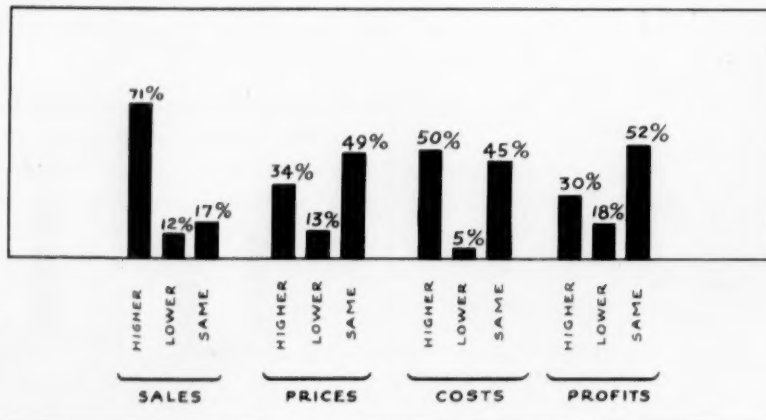
**Higher, 50%; lower, 5%; no change, 45%.**

Those seeing higher prices believe the rise will come to about 5% on over-all costs. In few cases were any

specific types of costs cited. The feeling was that there will be a continuing "creeping up" of costs.

The suppliers registered well in their costs forecasts for last year, when 77% foresaw same-to-lower prices, as against only 50% thinking in that direction last year. Some costs, due chiefly to lower prices, did fall during 1954, which made the suppliers pretty good in their predictions. For 1955, 95% expect costs to be same-to-higher—due chiefly to firming up of all markets as a result of the stronger business outlook ahead.

(Concluded on page 54)





From the great tanneries of the **SOO**  
two new leathers have been added to  
the dependable list bearing the name

**NORTHWESTERN**

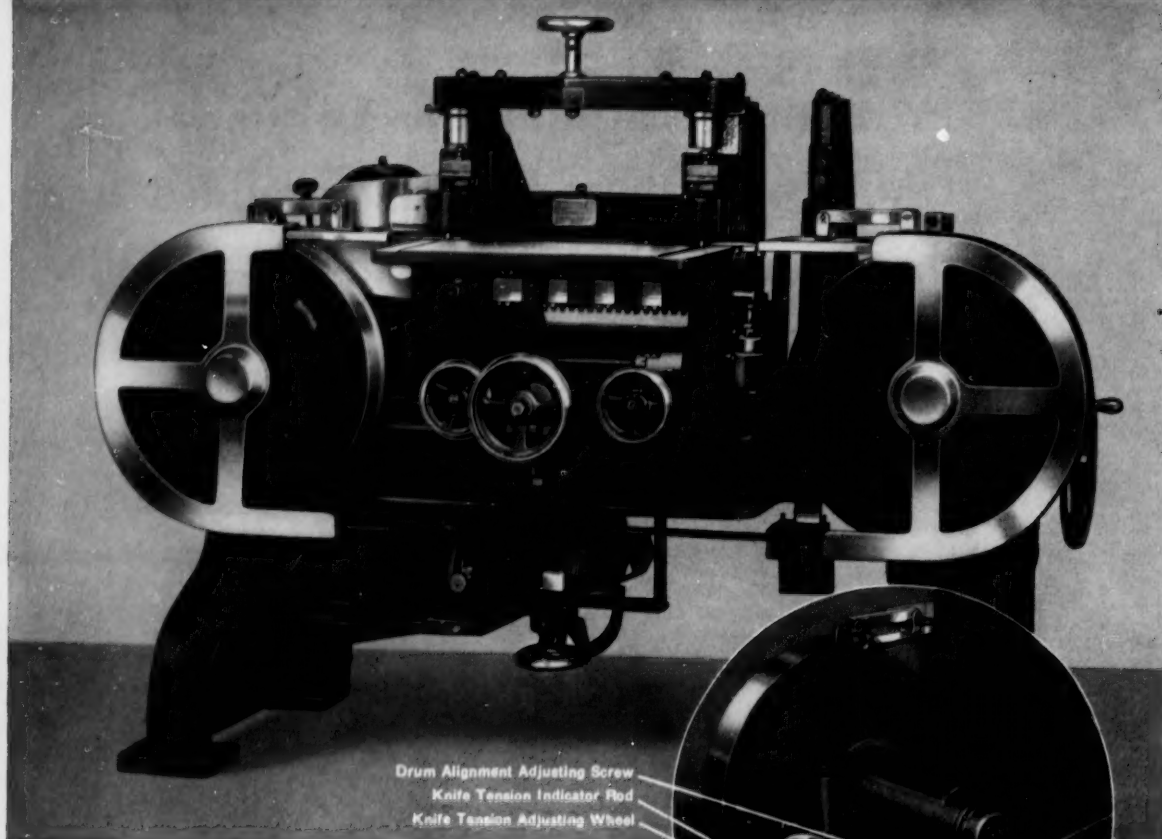
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# HIDES AND SKINS

Sales optimism for 1955 is divided... No outlook for lower prices... Costs upward... Little change in profits.

## Sales

1. How do you see sales of hides and skins for 1955 — higher, lower, or about the same as 1954?

**Higher:** 30%; **lower,** 33%; **same,** 37%.

There's quite a shift in sales feeling as compared with this time last year, when only 17% expected higher sales, and 52% expected no change. Those who think prices will be lower were almost identical in percentage — 32% last year as against 33% this year.

Those expecting higher prices think the rise will amount to 5-10%, while those expecting a drop see it amounting to about 5%. In general, there's a healthy feeling about sales outlook, with virtually no pessimism evident. One comment gives the gist of feeling: "If it stays as is we'll be okay — and whatever rise there is will be that much more layer on the cake."

## Prices

2. How do you see hide and skin prices for 1955 — higher, lower or about the same as 1954?

**Higher,** 39%; **lower,** 6%; **no change,** 55%.

The general feeling is same-to-higher prices. The two-fifths expecting higher prices think the rise will amount to around 10%. The small minority (6%) anticipating lower

prices believe the fall will be mild: 2-5%. The over-all attitude is that prices will tend to remain firm, that they can't dip any lower under current or recent conditions, and will likely tend to experience a slow rise over the months ahead.

The hide and skin industry's forecast made at this time last year for the year ahead was uncannily accurate. Some 79% had predicted same-to-lower prices. Actually, prices fell from 14½ to 13 cents — just about the same percentage as forecast in LEATHER AND SHOES' Annual Number of last year.

## Costs

3. How do you see your costs for 1955 — higher, lower or about the same as 1954?

**Higher,** 50%; **lower,** 6%; **no change,** 44%.

The opinion was fairly close to last year's, when 42% voted "higher," 16% saw costs going lower, and 42% saw no change. Actually, costs moved up slightly. Consensus is that costs will continue to creep forward. Those seeing higher costs for next year expect about a 5% rise, while the small minority voting "lower" sees a cost drop of 5%.

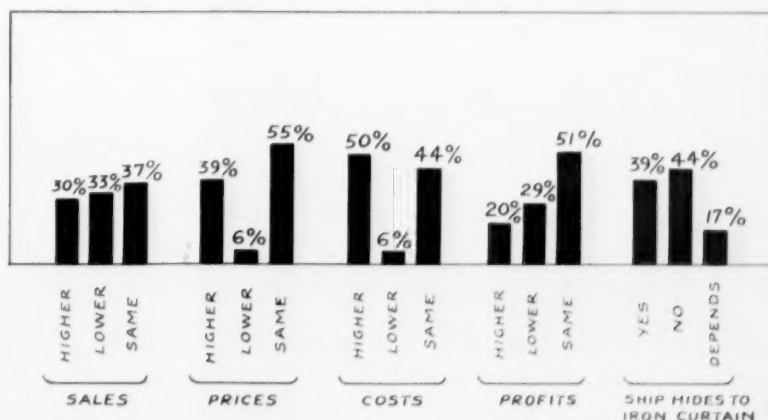
## Profits

4. For the year ahead, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher,** 20%; **lower,** 29%; **no change,** 51%.

This roughly follows the same pattern as the vote among this group last year, when 10% saw profits as higher, 32% as lower, and 58% anticipating no change. For 1955, the

(Concluded on page 52)



**Inventories**

5. *In your opinion based upon your knowledge of your own retail accounts, what would you say is the current status of retail inventories?*

Normal, 43%; below normal, 42%; above normal, 10%.

Those in the below-normal group think that retail inventories are off 5-7%. An interesting comment which, in effect, was expressed by a

substantial number: "Retailers today have very little reason to hold off on their buying. There's no glut anywhere, and in many places there are serious shortages. We feel — and without selfish interests — that retailers are making a mistake with prolonged over-caution in their buying."

A full 90% sees inventories in the normal-to-below-normal classification, which is considered a healthy status for production and sales outlook.

**Sales Distribution**

6. *What is the one outstanding step your own company plans to take to increase or improve your retail sales distribution for 1955?*

Following, in the order of frequency of mention, are the most cited ones:

- a. Improved styling of lines.
- b. Expanded promotion.
- c. More aggressive selling.
- d. Increased advertising.
- e. Offer better values.
- f. Closer supervision of sales.
- g. Add more salesmen.
- h. Better coverage of sales territories.
- i. Concentrate on fashion as a merchandising tool.
- j. Improve our relations with dealers.
- k. Use more cooperative advertising.
- l. Larger in-stock department.
- m. More promotion of items.
- n. Educate our salesmen on product values.

**Style Trends**

7. *What do you regard as the one dominant style trend in women's footwear for 1955?*

Here are the most frequently mentioned trends, in order of importance:

- a. More naked types.
- b. Softer shoes.
- c. Bareback sandals.
- d. More flatties.
- e. Lighter, slender look.
- f. More colors.
- g. Increased foreign influence.
- h. Medium wedge pumps.
- i. More emphasis on new lasts and heels.
- j. Cement types in the sports field.
- k. Sport casuals.
- l. Pointed toes.

**Commentary**

As with most shoe manufacturers in all branches, this group has healthy hopes for bigger volume in the year ahead. The comment of one producer in this group aptly expresses much of the general feeling: "It looks like ideal conditions ahead: moderate and stabilized costs and prices, normal-to-low inventories and hence need for shoes, with good outlook for added volume to give a needed boost to profits. No business could ask for more. We hope only that it all follows through as expected."

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## TANNING MATERIALS

(Concluded from page 29)

### Profits

4. *For 1955, do you foresee your net profits as higher, lower or about the same as 1954?*

**Higher, 29%; lower, 16%; no change, 55%.**

The "higher" group sees a 5-10% boost in profits this year, due principally to an expected rise in volume. The hope is that rising costs won't cut into any profit advantages stemming from larger volume. The "lower" group anticipates a 3-5% fall in profits.

As a whole, these suppliers feel much more encouraged about profits for the year ahead. Last year only 14% foresaw higher profits, while this year it's 29%. Last year, 36% forecasted lower profits, while this year the figure has dropped to only 16% in this group. The "no change" group showed little change this year as against last. The same-to-higher group last year amounted to 64%, while this year a hefty 84% expects a better profit picture for 1955.

### Sales Promotion

5. *In your company's sales promotion plans for 1955, what is the one outstanding step scheduled for your program?*

In the order of their frequency of mention, here are the important ones:

- Expanded sales program, with more coverage.
- Increased customer service.
- Expanded advertising program.
- New product development.
- More aggressive selling.
- Adding more salesmen.
- Increased research, with sales applications.
- Seeking new markets.

### To Increase Sales

6. *In your opinion, what is the one most effective step the leather industry can take to increase its sales substantially next year?*

In the order of their frequency of mention, here are the important ones cited:

- More leather advertising by tanners individually.
- Continued support of L.I.A.
- Increase the appeal of the product.
- Improve the product.
- Keep closer to fashion trends.
- Develop new products.

### Commentary

The general feeling expressed by this group sums up to this: 1955 can be a very good year — but can be made even better by aggressive selling.

But an interesting development within this group is a growing feeling that the supplier has a vital stake in the merchandising of the end product as well as in his own primary product which contributes to the making of leather. These suppliers are anxious to see the tanner himself become more aggressive in his sell-

ing, more imaginative in his merchandising and promotion. In short, more sell-minded.

As one supplier commented, "The leather industry has paid so much attention to the manufacture of its product that it has neglected its selling. We are vitally interested in its manufacture, as that's our primary activity in this business. But our hope for bigger volume hinges in good share upon aggressive selling by tanners themselves, individually and cooperatively, which results in more volume for the leather industry as a whole."

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## MEN'S SHOES

(Concluded from page 17)

figured on a profits drop. Thus for the year ahead 76% expect same-to-higher profits as compared with only 61% last year.

### Inventories

5. In your opinion, based upon your knowledge of your own retail accounts, what would you say is the current status of retail shoe inventories?

Normal, 47%; below normal, 43%; above normal, 5%.

Right here is the answer to the optimism of these producers regarding sales for next year. Note that 95% see retail inventories as normal-to-below-normal, which, in their opinion, indicates real need for shoes. The 43% seeing inventories as below normal believes the slack amounts to 10-15%. Several of the men's producers cited a similar comment to the effect that many retailers had been holding off purchases until there was more crystallization of the important style changes that were coming into the men's field for 1955.

### Sales Distribution

6. What is the one outstanding step your own company plans to take to increase or improve your retail sales distribution for 1955?

Following, in their order of frequency of mention, are the more important ones cited:

- Intensify selling effort.
- Re-arrange sales territories.
- More flexible inventories via changes in in-stock.
- Improve quality and value without price change.
- More merchandising help for retailers.
- Open new stores.
- Add more styles.
- Better warehousing for faster delivery service.
- More promotions.
- Revise and improve selling methods.

### Style Trends

7. For your own branch or type of footwear, what do you regard as the most dominant style trend for 1955?

Following, in the order of frequency of mention, are the more important ones cited:

- Low-toplines.
- Lighter weight, more flexible types.
- Colors — range greatly expanded.
- Two-eyelet patterns.
- Black.
- Much expansion of casuals.
- Greater variety of grains.
- Foam-type soles.
- The four-inch suburban boot.

### Commentary

Sales outlook is better than in a long time. According to the comments, opportunity to boost per capita consumption is more promising now than since before the war.

There are several reasons for the optimism. First, the first really important style changes in years, due primarily to the low topline, two-eyelet patterns, casuals, colors, and the foreign influence. These, in combination or singly, promise to give a whole fresh look to men's footwear, build sales and per capita. And 1955 is the big kickoff.

Also, the intensified effort of the men's branch to study its market with a view to fresh selling and styling approaches. This cooperative effort is believed will pay off.

Add it all up and it spells a good feeling among this group concerning sales and profits.



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December 31, 1954

LEATHER and SHOES

41



## JUVENILE SHOES

(Concluded from page 19)

the same percentage of profits decline. A majority of 54%, however, expects no important changes in the profits picture.

As a whole, however, the profits outlook of this group is much more encouraging than the picture last year, when only 10% foresaw higher profits, and a full 33% looked for lower profits. Those voting "no change" were about the same for both years.

### Inventories

5. In your opinion, based upon your knowledge of your own retail

accounts, what would you say is the current status of retail inventories?

**Normal, 42%; below normal, 50%; above normal, 8%.**

According to these shoe manufacturers, retailers are in dire need of shoes. A full 92% see their retail accounts with normal-to-below-normal inventories. A number of these manufacturers strongly voiced the opinion that retailers were losing sales because of inadequate stocks—that over-caution was working against the best sales interests of retailers. Also, this knowledge of low retail inventories bears some influ-

ence on the optimistic sales outlook expressed by most of these manufacturers.

6. What is the one outstanding step your own company plans to take to increase or improve your retail sales distribution for 1955?

Following, in their order of frequency of mention, are the most cited ones:

- a. Increased advertising.
- b. Give greater values.
- c. Expanded styling program.
- d. More imaginative promotion, merchandising.
- e. Better use of salesmen.
- f. More dealers helps.
- g. Expanded in-stock program.
- h. Adding more salesmen.
- i. Better selection of components.
- j. More incentive for salesmen.
- k. Cut sales territories to get more concentrated coverage.
- l. Improve the over-all package.

### Style Trends

7. What do you regard as the most dominant juvenile style trend for 1955?

The following received the most mentions:

- a. Low-line patterns.
- b. Lighter, more flexible constructions.
- c. More pumps for little girls.
- d. More over-all demand for style.
- e. Saddle oxfords.
- f. More demand for colors.
- g. Fancy oxfords for little boys.
- h. Glove leather skimmers or flats.
- i. Shell straps.
- j. More mocs.

### Commentary

Juvenile shoe producers are thinking in strong terms of upbeat, particularly regarding sales and production. They're working in an environment of fairly stabilized costs and prices and ample supplies. Thus, increased sales volume has good chance of resolving into improved profits—something which a good number mentioned as being very much needed as a result of working so long with narrow profit margins in a highly competitive market.

With retail inventories normal, and in many instances below normal, there is need and want for shoes. With 1955 holding promise of better all-round business conditions, it looks like a good year for juvenile shoe business as well.

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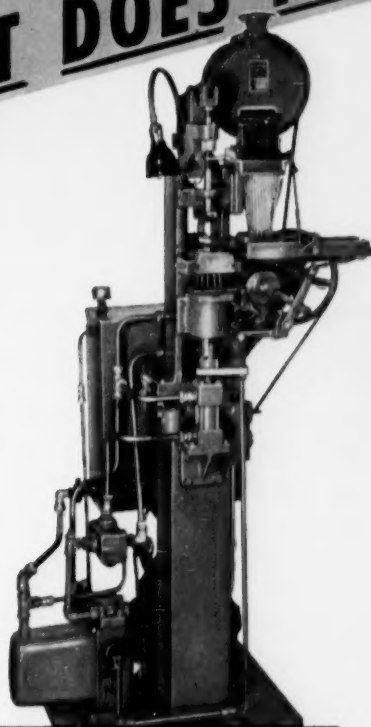
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## OTHER FOOTWEAR

(Concluded from page 20)

As to supplies, 90% sees no change, while 10% expects a slight rise.

Some 61% anticipates higher overhead costs, 39% sees no change.

Regarding distribution costs, 48% expects no change, with 41% foreseeing a rise of 3-5%.

### Profits

4. For 1955, how do you foresee your net profits — higher, lower or about the same as 1954?

Higher, 41%; lower, 40%; no change, 19%.

There's a very interesting analysis behind these figures. Where no new types of footwear are being introduced, and where the market continues on a restricted scale (such as in athletic shoes, among many slipper makers, and in specialty boots), there is much more expectation of lower profits, chiefly due to stronger competitive forces anticipated for next year. Some mild shaving of prices among this group — with the shavings coming mostly from already slim profits. (Slipper makers, for example, in 1953 averaged net profits below 1%.)

But in expanding specialty footwear markets (rubber-fabric types,

specialty "outdoor" slipper-shoe types, etc.) the makers were much more optimistic as to profits, due chiefly to expected increases in volume that would result in a greater dollar volume profit though not in profit margins.

### Inventories

5. In your opinion, based upon your knowledge of your own retail accounts, what would you say is the current status of retail shoe inventories?

Normal, 60%; below normal, 40%; above normal, none.

The figures here are clear-cut: none of these producers feels that retail stocks are glutted. On the other hand, there's strong belief that all of these specialty types of footwear are in the normal-to-below-normal status in stores. This one factor, unlike the situation at this time last year, has given rise to some of the strong sales optimism by the producers for next year.

### Sales Distribution

6. What is the one outstanding step your own company plans to take to increase or improve your retail sales distribution for 1955?

Following, in the order of frequency of mention, are the more important ones cited:

- More advertising.
- Improved styling.
- Expanded sales force.
- Improved sales service and deliveries.
- Expanded stocks of finished footwear.
- More aggressive selling.
- Promotion of specialties as "hot items."

### Commentary

This is a divided group—necessarily because of the far greater variance in types of footwear made and sold than in the more homogeneous groups such as men's, women's and juvenile shoes. Hence, depending upon the type of footwear made, the outlook ranges from exceptional to fair. No pessimism was expressed anywhere, however.

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- Sides
- Deep Buffs—Lining Splits
- Flexible Innersole Splits
- India Goat
- Pigskin
- Sealskin

☆

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EASTERN  
TANNING DIVISION

- Suede Kid
- Lining Kid
- Glazed Kid
- Slipper Kid
- Lining Sheep
- India Buffalo Calf
- Chrome and Combination Tanned Sides

☆



Loewengart AND COMPANY

LEATHER and SHOES

December 31, 1954

# THE TIDE ALWAYS WINS!



**T**ime and again you have stood on the beach and watched the breakers roll in, churning, spilling and finally falling back into the sea. Each wave is apparently defeated, yet the mighty tide presses on to a high water mark.

**T**he tides of industry ebb and flow just as surely. Temporary challenges may appear triumphant. Nevertheless, the master plan remains as sound and successful as the tide.

**Kid Leather**, it has been our experience since 1832, has encountered many stormy seas and navigated through them all with the same calm assurance enjoyed during the years of smooth sailing.

**KING KID** today represents the finest Kid leather ever tanned. It is *custom-made* quality, created with ideals of integrity and standards of craftsmanship perfected through four generations, by skilled artisans.

William **AMER** Company . . . PHILADELPHIA, PA. • ESTABLISHED 1832

*At this season*

we wish for all our many friends a tidal wave of Happiness and Prosperity throughout the New Year.



## SHOE LEATHERS

(Continued from page 22)

- b. More special promotion types of leathers.
- c. More emphasis on quality control.
- d. Diversification.
- e. More advertising.
- f. More aggressive selling.
- g. Stepped-up merchandising program.
- h. Offer better values.
- i. More research.
- j. More intensive study of our markets.

### Helping Shoe Industry

6. *What one step in particular do you think the tanning industry can and should take to help the shoe industry sell more leather shoes—and hence increase over-all consumption of leather?*

Here's how the leading answers rated in order:

- a. Continued and expanded use of Leather Industries of America program.
- b. Form joint committee of shoe manufacturers and tanners.
- c. More merchandising of leathers by shoe manufacturers.

- d. Help develop new leathers, colors, to inspire higher shoe sales.
- e. More merchandising on quality features of leathers.
- f. Consumer advertising by shoe manufacturers, promoting features of leathers in shoes.
- g. Educational program for retail salesmen regarding leathers.
- h. Lower, more competitive prices to move more leather shoes.

### L. I. A.

7. *The Leather Industries of America budget is now around \$500,000. Do you think this should be raised in 1955? If so, to what figure?*

Here are the answers, in their order of frequency of mention:

- a. Should not be raised. Tanners now contributing at their peak limit for the moment.
- b. Yes, raise it (figure not specified).
- c. Raise it to \$1,000,000.
- d. Raise it to \$700-\$800 thousand.
- e. Raise it to whatever figure necessary to do a good job.
- f. Raise it each year gradually over five-year period to reach double its present amount.

### Leather Buying

8. *Do you see any particular new "trend" developing in the purchase of leather by shoe manufacturers or leather buyers?*

Following, in the frequency of their mention, are those most cited:

- a. No holding of inventory via forward buying.
- b. Tighter inventory control by shoe manufacturers.
- c. Hand-to-mouth buying.
- d. Away from purchasing "lots"—and toward buying regular made-up leathers.
- e. Closer-to-season buying.
- f. Demand for faster service and delivery.
- g. Sharp decline in speculative buying.
- h. More buying caution due to fashion influences such as uncertainty of color and style changes.
- i. More potent influence of style changes in general.
- j. Trend toward "grading down" for economy.

# Campello Shanks

**MAKE GOOD SHOES BETTER**



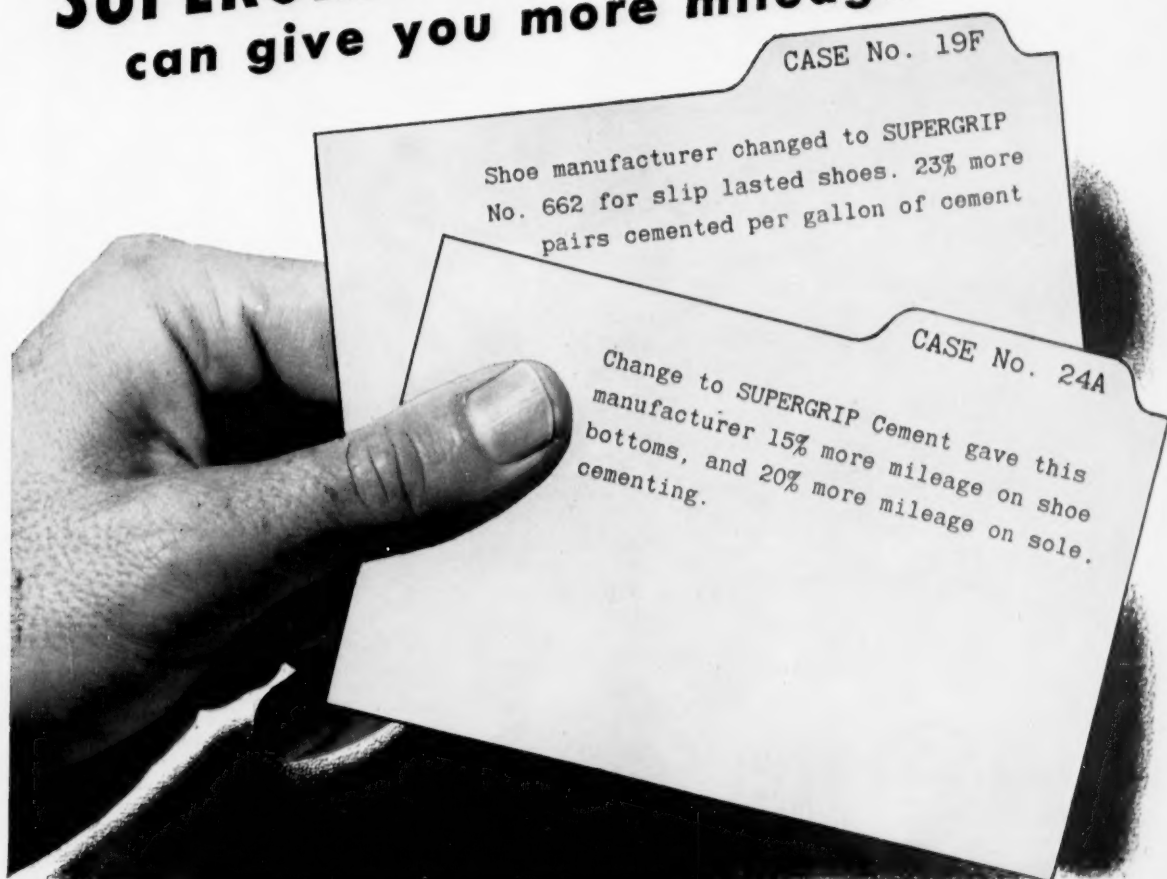
**SOLD WHEREVER BETTER SHOES ARE MADE**

**CAMPELLO 69, MASSACHUSETTS**



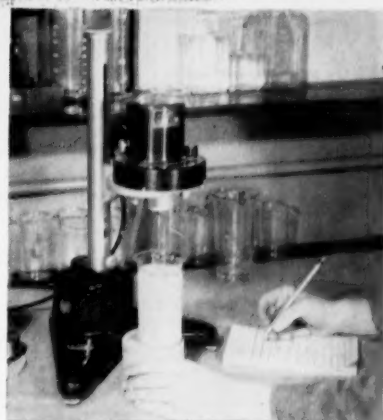
SHOE MANUFACTURERS SAY:

# "SUPERGRIP Sole Attaching Cements can give you more mileage".



The big reason why you can expect better performance from SUPERGRIP Cements is the thorough milling and blending of materials. SUPERGRIP Cements are more than "just mixed". The basic solids used are blended permanently by breaking down their molecular structure. The result in batch after batch is a cement of smoother flow and uniform viscosity.

In hundreds of shoe factories, the strength and performance of SUPERGRIP Sole Attaching Cements have proved steady and reliable. Arrange now to test SUPERGRIP in your factory, using your shoe materials and methods. Just call the nearest United Branch.



Viscosity testing is a major part of the SUPERGRIP QUALITY CONTROL system. Correct cement viscosity results in good machine performance and maximum mileage. All SUPERGRIP Cements are tested on this viscometer to make certain the proper range of viscosity is maintained.

## **SUPERGRIP** Sole Attaching **CEMENTS**

products of B. B. CHEMICAL COMPANY

Distributed by UNITED SHOE MACHINERY CORPORATION • BOSTON, MASSACHUSETTS



## OTHER LEATHERS

(Concluded from page 23)

costs will stay pretty much in balance with 1954. Half see a 5% rise in labor costs, while another half sees little appreciable change in this category. In each of three other categories (rawstock, supplies, and overhead), three-fourths or more of these tanners see little or no change in these costs.

Last year there were some minor differences in the costs outlook, when 30% foresaw higher costs, while 21% expected a costs fall, and 49% expected no change.

### L.I.A.

5. The Leather Industries of America budget is now around \$500,000.

*Do you think this should be raised in 1955? If so, to what figure?*

Following, in the order of frequency of mention, are the most cited answers.

- Raise it to \$1,000,000.
- Raise it to about \$800,000.
- It's okay as it now stands.
- Keep it as it now stands—but let tanners individually back-stop the program with their own advertising programs.
- Each branch of the leather industry should do its own advertising as a group.

(Note: As a whole, practically all these tanners believe L.I.A. is doing a good job—and a particularly exceptional job on its limited funds.)

## Buying Policies

6. Do you see any particular "trend" developing in the purchase of leather by leather buyers?

The following answers received most mention:

- Demand for earlier samples due to earlier styling.
- Ordering for needs only.
- Insistence that tanners hold larger "in-stock" inventories.
- No speculative buying.
- Buying is more seasonal than ever.

## Commentary

There has already begun a positive upward movement in various types of leathers: glove, upholstery, and garment in particular. In the case of glove leathers, there has been a strong revival of demand for leather gloves which may reach very wholesome levels in 1955. It's possible that a formula of washable leathers plus lower and competitive prices, plus new fashion trends (especially colors) could instill a little boom note here.

Upholstery leather is showing the favorable results of a steady and remarkable (with a small budget) promotional campaign. A general tone of national prosperity and continued rising standard of living due to wholesome consumer incomes has given a real boost to demand for upholstery leathers.

Demand for garment leather has been astonishing, both in its relative abruptness and its size. The sudden fashion boom built around leather garments—everything from Bermuda shorts to full-length coats—has delivered a bonanza to the garment leather field. And it's still a long way from maturity. New treatments such as washable leathers and dry-cleanable suedes, new colors and new designs—all these are adding impetus to the boom.

Diversification continues as leather moves into such relatively new ventures as leather wall and floor tiles, leather flooring or carpeting, leather wall paneling, etc. In these fields still a comparatively "luxury" item, but with consumer demand strong nevertheless.

From a market-prospect standpoint, these and other leathers may be just coming of age. Ironically, the oldest of the "miracle" fibers (leather) may prove to be the newest and the most marvelous of all.

## How HOOKER CHEMICALS help you cut processing costs

### Hooker supplies you with:

- High-purity sodium sulfides that dissolve fast, for immediate use
- Caustic soda and other chemicals of consistent uniformity that help you standardize on processing methods

Make Hooker your source of supply. Write for delivery information and prices. Hooker Electrochemical Company, 1 Union St., Niagara Falls, N. Y.



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PARADI® (Hooker  
Paradichlorobenzene)

For precision control of unhairing solutions—Send for Hooker Bulletin 500. It tells how Hooker Sodium Sulfhydrate lets you adjust the sulfide and alkali strength of unhairing solutions exactly as you wish.

For time-saving data on soaking—Write for Hooker Bulletin 505. It describes how tanners are cutting soaking time in half by using Hooker Sodium Tetrasulfide solution.

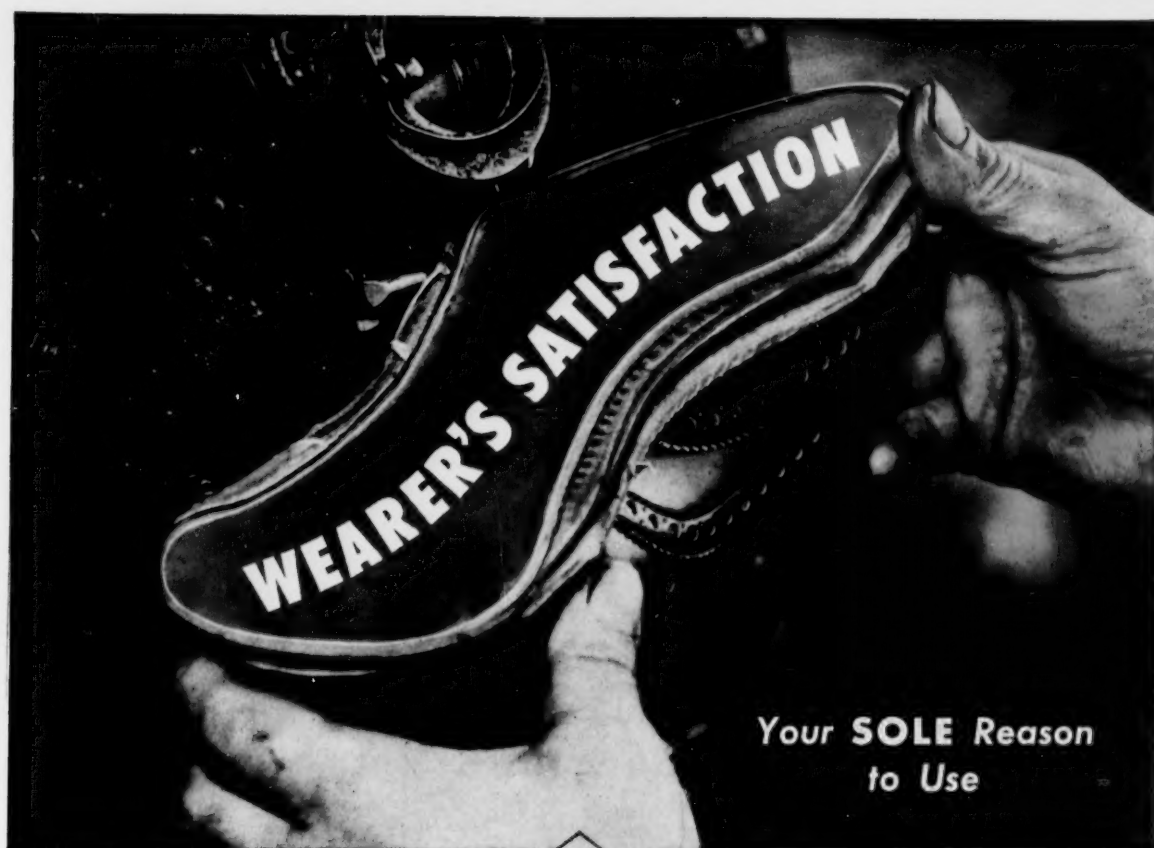


*From the Salt of the Earth*

HOOKER ELECTROCHEMICAL COMPANY

NIAGARA FALLS TACOMA NEW YORK CHICAGO LOS ANGELES

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Your **SOLE** Reason  
to Use

# DIAMOND COMPOUND

**T**ESTED and proved for 40 years — Diamond A is recognized as the Tanners' standard sponging and washing compound.

Here's why. Diamond A does a *double* job — (1) It prepares sole leather for rolling and protects the grain. (2) Used as a dip after rolling, it toughens the grain and improves color and finish.

Why delay? Let the Borne, Scrymser representative give you full particulars on Diamond A. You'll agree it's in a class by itself.

Our Laboratory  
Facilities are  
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## OTHER BORNE, SCRYMSER SPECIALTIES

(Get the Facts about These, Too!)



COMPOUND for WHEELING

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Supreme A Compound  
Bretolene • Saxon Oil

# BORNE, SCRYMSER COMPANY

ELIZABETH, N. J. • CHARLOTTE, N.C.

## SHOE WHOLESALERS

(Concluded from page 25)

### Inventories

5. *As of right now, would you say your inventories are about normal, below normal, or above normal?*

**Normal, 53%; below normal, 28%; above normal, 19%.**

Like most retailers, the inventories of wholesalers are in a much improved position as compared with a year ago. Some 81% of these wholesalers have normal-to-below-normal inventories. They are in an open-to-buy position. The below-normal group say their stocks are off an

average of 8-10%, while the above-normal group say their stocks are about 7% on the heavy side.

A year ago, while 66% of this group said their inventories were normal, 27% had above-normal stocks (as against only 19% this year), and only 6% felt their stocks were below normal (as compared with 28% this year).

### Buying Policies

6. *Do you plan to make any important changes in your buying policies for 1955? If so, what is the one most important change in your plans?*

Following, in the order of their frequency of mention, are the ones most cited:

- To buy in smaller amounts but more frequently.
- Key our prices more to retailer demand.
- Reduce from 90 to 60-day buying period.
- Try to obtain retail orders earlier.
- Promote lower priced lines.
- Carry fewer lines.
- Buy only where the re-order service is good.
- Keep larger inventories for better customer service.
- Reduce number of styles in stock.
- Expand on minor secondary lines.
- Fit shoes into retail price brackets by across-the-board pricing.

### Boosting Sales

7. *Is there any one outstanding step you plan to take to boost your sales in 1955?*

Following, in the order of their frequency of mention, are the ones most cited:

- More advertising.
- Expand sales force.
- Offer better values.
- Lower markup for more volume.
- Wider distribution.
- Closer, more frequent retailer contact.
- Maintain inventories at more serviceable levels.
- Stronger promotion.
- More efficient sales organization.
- Add retail accounts.

### Aid From Manufacturers

8. *What do you think is the one most helpful step the shoe manufacturers can take to assist you in selling more shoes in 1955?*

Following, in the order of their frequency of mention, are those most cited:

- Speed deliveries, especially at height of season.
- Reduce prices.
- More care and inspection of merchandise before shipment.
- Don't try to over-sell.
- Larger in-stock of wanted shoes to save time on re-orders.
- Don't sell wholesaler then also sell latter's retail accounts.
- More and fresher styles.
- More cooperative advertising.
- Better markup allowances.

# QUALITY



## in an age of QUANTITY PRODUCTION

**SINCE 1861 . . .** before the coming of quantity production, Blanchard Bro. and Lane have been producing **QUALITY** leathers.

Moving forward with progress, they have never sacrificed **QUALITY** for quantity . . . You can be sure of **QUALITY** when you use

**. . . BUFFALO BRAND**

**ALL-FIBER INNERSOLES**

**Bark**

**Chrome (Absorbatan)**

**FINISHED LINING SPLITS**

**WORK SHOE SPLITS**

**BUFFALO  
BRAND**



# Blanchard BRO. AND Lane

**Quality Tanners Since 1861**  
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**WHITMAN INNERSOLE CO., Whitman, Mass.**

**DON E. JONES, Milwaukee 11, Wis.**

**RALPH SIMPSON, 889 Montrose Ave., Columbus, Ohio**

**RUDI WEIMANN, 117 N. Robertson Blvd., Los Angeles, Calif.**

**THE JOHN HARVEY LEATHER CO., 327 Arch Street, Philadelphia, Pa.**

**JIM MOSES, 856 McKnight Rd., University City, Mo.**

## SHOE CHAINS

(Concluded from page 26)

**Normal, 71%; below normal, 5%; above normal, 24%.**

Shoe chains' inventories are in a very healthy condition, according to this poll. It has been several years since a figure as high as 71% has been registered for "normal" inventories. For example, last year only 47% said their inventories were normal at this time; but 42% said their stocks were above normal, as compared with only 24% this year.

However, while there is expressed need for stocks here, there is also expressed intent to buy more "selectively" than ever. Total purchases will amount to wholesome figures over the year, but the "pace and method" of buying will be altered, according to the comments of a good number. More open-to-buy; more closer-to-season buying; more "item" buying; more small-but-frequent-purchase buying; etc.

### Buying Policies

6. *Do you plan to make any important changes in buying policies for 1955? If so, what is the one most important change in your plans?*

## DEPARTMENT STORES

(Concluded from page 27)

above normal, as against only 28% this year; and only 38% considered their stocks normal, as compared with 55% thinking that way this year. Thus, "buying conditions" appear much more favorable and active this year than last.

### Buying Policies

6. *Do you plan to make any important changes in buying policies for 1955? If so, what is the one most important change in your plans?*

Following, in the order of frequency of mention, are the more important changes cited:

- a. Smaller but more frequent orders.
- b. Condensing resources.
- c. Fewer styles, and more concentration on styles in stock.
- d. More utilization of the "buy weekly" plan.
- e. More purchase from in-stock.
- f. Toward lower price lines in some shoes.
- g. More use of promotional items.
- h. Discontinuation of overlapping lines.
- i. Buying closer to selling season.

Following, in the order of their frequency of mention, are the more important ones cited:

- a. More lower-priced shoes.
- b. Buying closer to season.
- c. Expanding number of resources.
- d. More concentration on in-stock shoes.
- e. Buying for better mark-up.
- f. More open-to-buy.
- g. More concentration on turnover.
- h. Buying from firms with wider selection of patterns.
- i. Trying several higher priced ranges.

### Boosting Sales

7. *Is there any one outstanding step you plan to take to boost your sales in 1955?*

Following, in the order of their frequency of mention, are those cited:

- a. More aggressive promotion.
- b. Increased advertising.
- c. More emphasis on item promotions.
- d. Lower priced lines.
- e. Fewer styles, more sizes.
- f. Run more specialty sales.
- g. Improved customer service.

j. Unit control.

k. Concentration on fewer price ranges.

l. Larger inventory of casuals.

### Boosting Sales

7. *Is there any one outstanding step you plan to take to boost your sales in 1955?*

Following, in the order of mention, are the more important ones cited:

- a. More promotion of items.
- b. More aggressive promotion.
- c. More advertising.
- d. Stock and promote more color and fashion.
- e. Introduction of lower priced lines.
- f. Introduction of new lines.
- g. More efficient employe (sales) training program.
- h. More personal customer service.
- i. Price promotions.
- j. Lower markup and lower prices for more volume.
- k. More new shoes to stimulate sales.
- l. Promote values in better priced shoes.
- m. Concentration on multiple sales.

### Aid From Manufacturers

8. *What do you think is the one most helpful step the shoe manufacturers can take to assist you in selling more shoes in 1955?*

Following, in the order of their frequency of mention, are those most cited:

- a. Improved quality without price boost.
- b. Prompt deliveries as promised.
- c. More complete in-stock.
- d. More efficient fill-in service during peak periods.
- e. Higher mark-up allowances.
- f. More cooperative advertising.
- g. National advertising.

### Commentary

The shoe chains are in a confident mood facing the year ahead. Not quite as optimistic as some of the other groups, but nevertheless looking forward to a substantially improved sales year. Frequently mentioned in comments was the intensifying role of competition in a consumer market which, as one chain executive stated, "is the most selective today in the history of shoe business or any business." This suggests more selective buying by chains, and a much more volatile buying-selling situation all around.

n. More efficient fill-in program on stock shoes.

### Aid From Manufacturers

8. *What do you believe is the one most helpful step the shoe manufacturers can take to assist you in selling more shoes in 1955?*

Following, in the order of frequency of mention, are the more important ones cited:

- a. Improved in-stock departments.
- b. Faster re-order and delivery service.
- c. More national advertising.
- d. More cooperative advertising and selling aids.
- e. Do more "consumer testing" of shoes before selling to retailers.
- f. Better newspaper mats . . . and more small mats.
- g. More help in suggesting promotions.
- h. More selective styles and styling.
- i. Lower prices.
- j. Don't try to sell us so far ahead of season.
- k. Longer markup for retailers.
- l. Mutual promotions of best-selling styles.



## HIDES and SKINS

(Concluded from page 33)

20% expecting higher profits see a rise averaging about 5%, while the 29% expecting a drop see the fall amounting to 5-7%.

### Domestic Hide Surpluses

5. *In your opinion, what is the best way the U. S. hide industry can handle the heavy domestic hide surplus in the best interests of all concerned?*

Following is the list of the most frequently mentioned suggestions, in their order of importance as seen by this group:

- a. Increase exports.
- b. More consumer education on uses and values of leather with aim of expanding consumption.
- c. Find new uses for leather.
- d. Government subsidies for leather (like parities for agricultural products), and tan more leather here at home.
- e. Reduce shoe costs and increase sales of leather shoes.
- f. Promote foreign trade in U. S. leathers.
- g. Lower leather prices for stronger competition with synthetics.

### Iron Curtain Shipments

6. *Do you favor or not favor exports of U. S. hides to Iron Curtain countries?*

Yes, 39%; no, 44%; depends, 17%.

The "yes" and "no" votes were surprisingly close in number. Both groups had reasons for their decision.

Among the "yes" group two principal reasons were given: (1) Iron Curtain countries can get U. S. hides indirectly via trading with Western European and other nations free to buy our hides—so why not sell them directly to Soviet satellites? (2) Sell them our hides until such time as these hides are classified as strategic material.

The "no" group also cited its reasons, primarily: (1) we don't believe in profiting at the expense of our friends and neighbors; (2) selling hides to an "enemy" nation is the same principle as our selling scrap iron to Japan before Pearl Harbor. Because we maintain diplomatic relations with an unfriendly nation is no reason to maintain economic relations and serve as a "feed bag" to raise the morale and living standards of a people who one day may be thrown against us in a war.

The "it all depends" group modified their answers: (1) sell to Iron Curtain countries only so long as we have a surplus which, if not sold, might undermine our domestic market; (2) Sell to Soviet satellites only at premium prices.

### Comments

One particular comment which was repeatedly mentioned in different versions was, in effect: "We don't need higher prices for a healthy business condition—only a higher and steady volume of business."

The relative stability of most rawstock at recent and current lower price levels is one which most hide men wish to see retained. It has tended to taper off speculative practices more rife in a more volatile market. Medium-low prices with high volume is the ideal sought, and one wherein the best interests of all branches of the shoe and leather industry are served.

One point of general concern mentioned by an appreciable number is the rising influx of finished leather imports—some of this leather being made from U. S. hides and coming home to roost at the expense of domestic leathers. This, it's felt, can have a slow undermining effect on domestic consumption of U. S. hides.



## TANNERY RESEARCH and DEVELOPMENT

**PROVEN** tannery oils and fat liquors, the foundation of a good *leather building* program, are essentials to any sound program of research and development in leather manufacture. In the initial or final stages of such programs, you can *always depend* on M-W "Mardol" tannery oils.

These proven products are supplemented by a technical tannery service supplied by our own experienced staff. Write, wire, or telephone Consultant "B" for additional information. No obligation entailed.

## MARDEN-WILD CORPORATION

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MARDEN-WILD OF CANADA LTD., HALIFAX, N. S.





Buffing white leather at S. B. Foot Tanning Company, Red Wing, Minnesota

## How TANAK® MRX gives you thicker grain ... for better white leather buffing

While normal syntan bleaches give good white color, they tend to produce poor break, plus soft and loose bellies and flanks. Now, however, you can get plumper grain, with *improvements* in break, temper and strength by using TANAK MRX in your tanning or retan solutions.

For chrome whites, this permits deeper buffing to remove grain defects without sacrificing normal grain thickness. It also enables you to upgrade your colored and natural back stocks—a clear

chance for a better competitive position in your markets.

TANAK MRX is a development of Cyanamid's Technical Staff, working closely with tanners to improve leather through chemistry. Cyanamid offers chemicals for virtually every tanning process, plus the facilities of a modern application laboratory where new products and processes can be thoroughly explored.

*To make better leather through chemistry...*



The phenol-base SUPRAK® syntans are showing the way to better, softer leathers—giving mordant action, leveling dyes and helping to build fullness.



Cyanamid's application research laboratory is maintained to help tanners with leather problems. Ask your Cyanamid representative to give you full details.



Dyes, pigments, tanning agents, specialties and heavy chemicals—all bearing the reliable Cyanamid label—can help you improve your products and processes.



AMERICAN *Cyanamid* COMPANY

LEATHER CHEMICALS DEPARTMENT

30 Rockefeller Plaza, New York 20, N. Y.

In Canada: North American Cyanamid Limited, Toronto and Montreal

## SHOE MATERIALS

(Concluded from page 30)

### Profits

4. For 1955, do you foresee your net profits as higher, lower or about the same as 1954?

**Higher, 30%; lower, 18%; no change, 52%.**

Those expecting higher profits see a rise of 5-7%, while those voting "lower" expect a fall of about 5%. The latter group sees a drop chiefly as a result of "price shaving" for competitive reasons. Those voting "higher" profits believe the rise will

stem chiefly from increased volume.

There is a remarkably sharp difference in feeling this year as compared with last regarding profits. Last year, 85 percent forecast same-to-lower profits, as compared with only 70% seeing things that way for 1955. Also, last year only 15% expected higher profits, as against 30% this year. And a huge 50% last year said profits for 1954 would be lower, while only 18% expect lower profits for 1955. A much better outlook all around this year.

### Sales Promotion

5. In your company's sales promotion plans for next year, what is the one outstanding step scheduled for your program?

Of the many different steps mentioned, the following received most frequent mention, in their order of most often cited:

- Improved product value.
- More advertising.
- Introduction of new products.
- More intensified selling.
- Important changes in lines.
- Diversification.
- Expanded sales coverage.
- Lower prices.
- More emphasis on styling.

### To Increase Sales

6. In your opinion, what is the one most effective step that the shoe industry can take to increase its sales substantially next year?

In the order of their frequency of mention, here are the most important steps cited:

- Improve shoe values without price rises.
- More emphasis on styling.
- More consumer footwear education and promotion.
- Aggressive selling of quality rather than price.
- Lower prices.
- More color promotions to expand footwear wardrobes.
- Coordinated industry promotion of a basic style idea (such as charcoal tones in men's clothing industry.)
- More new basic types of footwear for wider range of uses.

### Commentary

There seems to be some concern among this group regarding prices as related to shoe manufacturers. The gist of the feeling: an appreciable softening of prices—either in supplies and materials and in footwear—could spell real trouble for the industry. Margins are already very thin, and there's little if any room to shave further. In short, any price declines now or in the near future could be damaging.

In general, however, this group feels quite encouraged about the outlook for volume and a needed mild boost in profits to counteract the crawling up of costs. The group looks to a healthy year ahead.

*From Forest  
to Fashion*



**VULCAN CORPORATION**

DESIGNERS AND MANUFACTURERS OF  
**WOOD HEELS AND SHOE LASTS**

GENERAL OFFICE

CINCINNATI 2, OHIO

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ST. LOUIS, MO.  
BROCKTON, MASS.



# news X-Ray

Europe's shoe industry shifts into high. . . . Leather union "secession" takes new twist. . . . Louisiana cattle industry in quandary.



**Western Europe's leather and shoe industry progressing in leaps and bounds.** This is observation of Max Kornreich, sales manager of R. Neumann & Co., Hoboken, N. J. tannery. Kornreich has just returned from six weeks' visit to leather and shoe markets in England, Holland, Germany, Norway, Sweden, Denmark, France and Switzerland.

**Important fact is that all these countries are now making good leather.** Only their leather finishing is still below U. S. standards. Tanneries are doing well, participating in tremendous industrial and business revival overseas. Very little unemployment noted in any country.

**Use of synthetic leathers far less prevalent overseas.** Many shoe manufacturers there amazed to hear that more than half of U. S. shoes carry non-leather soles. Europeans have strong traditional appreciation of leather, insist on top quality leather shoes because they do great amount of walking in all kinds of weather.

**Low labor costs a great advantage to European shoe manufacturers.** With these costs only a third or quarter of U. S. costs, Europeans can afford more handwork in their leather and shoe manufacturing. Although they still lag substantially behind U. S. in everyday styling, most European shoe styles now originate in Italy which is currently exerting great influence on U. S. styles.



**Latest development in IFLWU situation complicates matters further.** International has "suspended" officers of Local 21 in Peabody, appointed own officers to take over. Isador Pickman "officially" replaces Richard B. O'Keefe as Local 21 business manager. At same time, Abe Feinglass, IFLWU president, has called off Jan. 6 meeting of Local 21. Meeting called originally by O'Keefe to allow members to vote on secession from IFLWU, joining up with CIO.

**O'Keefe and other ousted officers have refused to**

**accept Feinglass edict.** Local 21 shop stewards voted 59-1 this week to uphold suspended officers, hold Jan. 6 meeting. Betting its membership will vote overwhelmingly in favor of secession from IFLWU, joining CIO. Local's funds have already been moved to "safe place," records barred from IFLWU adherents.



**National Hide Association's hide training course** will get underway early next year at University of Illinois. Course will aim at training hide inspectors and receivers for industry. Various industry associations are being asked to contribute \$200 apiece toward cost of operating course. Students will have tuition free, pay charge of \$10 registration fee. Cost per company sponsoring a student will be \$50 plus registration fee. Two firms—one tanner, one hide broker, have already indicated they will sponsor students.



**Here's an interesting development in hoof-and-mouth disease situation.** Agriculture Secretary Benson has just reaffirmed his intention to declare Mexico free of disease on Dec. 31, open U. S. border to imports of Mexican cattle and livestock products. This means no new outbreaks of dread disease have occurred since last April when Benson first announced intention.

**At same time,** Southern States Livestock Sanitary Officials Association has threatened a quarantine against Louisiana cattle unless the state speedily returns a smuggled herd of Charolais cattle to Mexico. Southern cattle officials say controversial herd, now in quarantine near Lafayette and valued at \$1 million, was smuggled two years ago from section of Mexico where hoof-and-mouth disease was once prevalent.

**Imports of Mexican cattle to U. S.** have been barred since May 1953 when new outbreak of disease was discovered near Vera Cruz. Previously, Mexican cattle had been barred between 1947 and Sept. 1952. Southern officials here claim presence of Charolais herd in Louisiana constitutes threat to entire U. S. cattle industry. Louisiana claims cattle are free of disease, too valuable to deport.

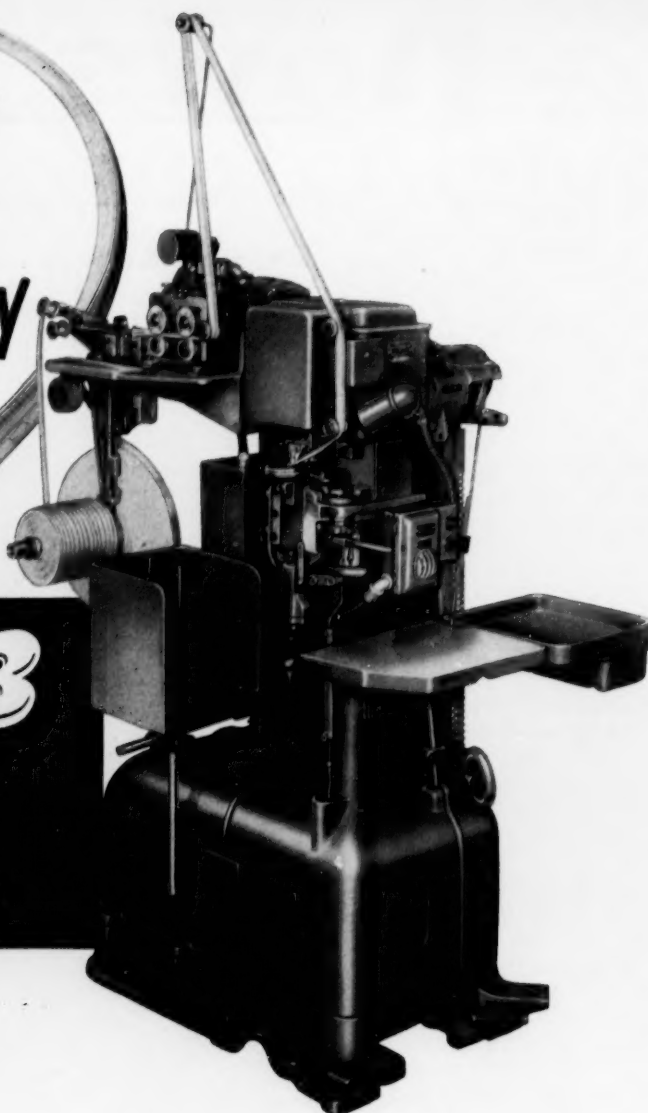
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**PLIRIB** process insoles are produced with the Goodyear Insole Rib Attaching Machine — Model A. It forms and applies the rib to the insole blank.

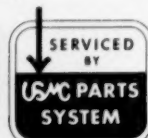
**ECONOMY** — **PLIRIB**, *quality for quality*, is proving less costly compared to other applied ribs.

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**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS







# LEATHER AND SHOES



*The Magazine for Executives*

## **THE VOTE'S THE THING**

### **Ousted Peabody Union Officers To Continue Secession Movement**

Local 21 Stewards Back Suspended Officials  
As Union Funds Are Put in "Safe Place"

Prospects that Peabody Local 21 of International Fur and Leather Workers Union will lead a secession movement away from the Red-led International and back into the CIO fold brightened this week after a temporary setback.

Action of Abe Feinglass, IFLWU president, in suspending nine top Local 21 officers for "conspiracy" to withdraw from the International and secrete Local funds, was overridden by Local 21 shop stewards who voted 59 to one to uphold the nine officers.

Feinglass' wire suspending Richard B. O'Keefe and eight other officials followed announcement by the officers that they were calling a meeting Jan. 6 to have the membership vote on seceding from IFLWU and joining the CIO. The latter has offered Local 21 a charter, declared its intention of re-enrolling some 12,000 leather workers in the New England area.

Immediately after receiving the vote of confidence from Local 21 stewards, O'Keefe said the Jan. 6 meeting will be held in Peabody where he will urge the Local's 3,500 members to affiliate with the CIO. He added that assets of the Local—some \$70,000 in cash—have been transferred "to a safe place"—and its records put under police guard.

The Feinglass action suspended O'Keefe; president David J. O'Neil; vice president Stephen C. Czarnecki;

business agent Arthur Cecelski; secretary-treasurer Edwin Hilenski; council member George Freitas; and executive committeemen Henry Mendelka, Francis Conway and George Griffin.

The IFLWU head named Leslie Bagnall as president; George Georges, vice president; William Nafranovich, secretary-treasurer; and Isadore Pickman, business manager; while retaining Peter Panos, Edward McGaughlin and George Brooks on the executive board.

Local 21 members will be asked to petition the National Labor Relations Board for certification of a new local under the CIO. Pickman, reversing Feinglass's stand, has asked the membership to reject the O'Keefe plea and vote to remain in IFLWU, now in process of merger with the AFL Meat Cutters and Butcher Workmen.

"We are going CIO and that's all there is to it," said O'Keefe, who led the secession movement by flying to Los Angeles two weeks ago to confer with CIO leaders during the union's recent convention. The CIO has designated a new Leather Workers Organizing Committee headed by Hugh Thompson, New England regional director, which will seek to enroll leather workers over the country.

Another development occurred at midweek when subpoenas were served on the nine Local 21 officers to appear Monday, Jan. 3, at Essex Superior Court in Lawrence, Mass.,

to show cause why an injunction "should or should not" be granted Feinglass' appointees to take over assets and property of Local 21.

The vote of the shop stewards indicated that a solid membership majority is behind the move to withdraw from IFLWU and join the CIO.

### **Flom Takes Leather Post**

Russell C. Flom, a paper sales executive from Wisconsin, is the new official at the U. S. Department of Commerce in charge of the leather, shoes and allied products and six other divisions.

Flom is assistant administrator of the Business and Defense Services Administration. He is over Julius G. Schnitzer, the popular director of the leather, shoes and allied products division.

Flom is from Menasha, Wis., where he is on loan from his post as director of sales of pulp, paper and paperboard for the Marathon Corp.

### **Tanner Cites Labor Record**

Chicago Rawhide Mfg. Co., Chicago tanner founded 76 years ago, claims it never has had a strike or work stoppage caused by a labor dispute.

Maurice R. Franks, president of the National Labor-Management Foundation, this week presented a bronze plaque to the company for excellence in labor-management relations. Edward W. Emery, company president, accepted the award.

### **Andresen Opens New Offices**

The New York offices of John Andresen & Co., Inc., at 8 East 36th St., completely destroyed by fire on the night of Dec. 17, will be re-opened Jan. 3 at 150 Nassau St., company officials report. The firm has been operating temporarily from a nearby hotel.



## **NORMAL YEAR AHEAD**

### **Field Sees 1955 Output Of 535 Million Pairs**

Shoe production next year will reach the highest level in the industry's history, according to Maxwell Field, executive vice president of the New England Shoe and Leather Association.

The Association head in his yearly report released this week forecast a 1955 output of 535 million pairs, an increase of 13 million pairs over the 522 million pairage estimated for this year. He added that next year should prove a "normal year" for the shoe industry, although a highly competitive one.



Trade leaders consider the 535 million pairage forecast for 1955 a normal one based on a population of 165 millions and per capita shoe consumption of 3.33 pairs per person, he said. Next year's production pattern is expected to follow a more normally seasonal pattern in contrast to 1954 which was characterized by a slow first half and busy last half.

Following are excerpts from Field's report:

"The New England shoe industry, the leading shoe area in the nation, will have increased its ratio of U. S. shoe output to 37 percent in 1954—the highest level since World War I—with a total production of 190 million pairs. Our forecast for 1955 is for a continuation of this favorable trend and we estimate New England's output at 198 million pairs, equal to 37 percent of the national total.

"Revised shoe production and shipment figures for New England were increased substantially more than other regions and the country as a whole. Thus, the original out-

put for 1953 of 166 million pairs was revised upward to 184.5 million pairs by the Census Bureau.

"Total United States shoe production in 1954 is estimated at 522 million pairs, as compared with an actual output of 532,031,000 pairs in 1953, a decline of two percent. Total factory value of all shoes produced last year should amount to \$1,850,000,000. The year 1952 was the highest production year in history with a total of 533 million pairs, but this included 6,800,000 pairs of military footwear, so that civilian output equalled 526 million pairs. In 1953, on the other hand, civilian output reached an all time high of 523,424,000 pairs, for with military production equaling 3,607,000, the national total amounted to 532,031,000 pairs.

"Massachusetts led all states during 1954 in total shoe production, as well as in value of shoe shipments, followed by New York state. Massachusetts accounts for 20 percent of U. S. output and 55 percent of New England's shoe output. Maine's shoe industry produces 22 percent and New Hampshire's 20 percent of the New England shoe output.

"The shoe, leather and allied industry is the third largest manufacturing employer of labor in New England. Approximately 80,000 shoe workers are currently employed and an additional 30,000 workers are employed in the leather, rubber, machinery and other allied shoe supply industries in the area. These workers are among the highest paid in the industry.

### **O'Sullivan Stockholders Get Free Rubber Heel Job**

New stockholders of O'Sullivan Rubber Co., Winchester, Va., are welcomed in a unique manner.

When the stockholder's name first appears on the company's records, he promptly receives a letter of welcome from chairman of the board and president, Vincent A. Catozella. Included is gift package containing a pair of Cushion-Tread rubber heels and a certificate enabling him to have them attached free of charge by his favorite shoe repairman.

Catozella hopes other corporations will adopt a similar plan. He is prepared to buy one share of General Motors stock immediately if he can get a sample Cadillac.

## **UNEXPECTED HELP**

### **South African Wattle Group Promotes Leather**

A new and unexpected source of needed funds for the promotion of leather has risen from the South African wattle industry.

The South African Wattle Extract Manufacturers' Association has launched a program whereby it will contribute funds to support the advertising and promotion of leather internationally in countries where a formally-organized promotion agency is already operating.

First to benefit is the Leather Institute of England which has been notified the Association will contribute regularly to the Institute specifically for the promotion of leather, preferably vegetable-tanned leather. Leather Industries of America has already been approached by Association officials on a similar project.

Funds donated by the Association are based upon a specific amount allowed per ton of wattle extract and per ton of bark imported from South Africa by the country in question.

### **Footwear Designers Elect New Officers For Year**

Anton Kozumplik, Jr., of Greene Crescent Casuals, Brooklyn, has been elected president of Footwear Designers of America for the coming year.

Other officers named at the group's annual meeting last week included:

Sam Kaplan, Evins, Inc., New York, first vice president; Joe Mednick, Greene Crescent Casuals, second vice president; Samuel Schweitzer, McGee Kenyon, Inc., New York, recording secretary; Charles Marcello, I. Miller, New York, treasurer, and Joe Weinstein, I. Miller, sergeant-at-arms.

Directors are Ed Horgan, Evins, Inc.; Sam Rottenstein, Atlas Footwear Corp., New York; Al Craig, Zuckerman & Fox, New York; Julius Penn, Cangemi Shoes, New York; Nick Simon, Evins, Inc.; George Paccione, Zuckerman & Fox; Jack Blummel, Evins, Inc., and Martin Zuckerman, I. Miller.

All officers will be officially installed Thursday evening, Jan. 13 during a dinner at Zucca's Restaurant, New York City.



#### **SULFONATED OILS**

*Cod—Sperm—Neatsfoot*

#### **STUFFING GREASES**

#### **QUEBRACHO EXTRACT**

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#### LIBERACE'S LEATHER-UPHOLSTERED CADILLAC

Piano keyboard, candelabra and all on this handsomely leather-upholstered interior of Liberace's 1954 custom-made Cadillac. The notes on the seat contain the first four bars of his theme song, "I'll Be Seeing You."

#### '55 THE BEST

### Shoe Industry Looks For Records Next Year

**L&S annual survey shows executives Anticipating best 12 months ever**

The two billion dollar U. S. shoe industry is expecting a record level of production and sales for 1955. Confidence in business outlook is running stronger now than at any time in the past several years.

These are among the facts uncovered by LEATHER AND SHOES in its annual industry poll of over 3,000 leather and shoe industry executives. Results of individual polls are included in the Review and Forecast section of this issue.

The poll covered manufacturers of men's, women's, children's and miscellaneous footwear; shoe wholesalers; large volume retailers such as chains and department stores; and suppliers of products and materials to the shoe industry. Here are some of the important findings in the "Forecast For '55":

The shoe industry as a whole shares the confidence in the outlook, with 57% expecting increased sales

(as compared with only 24% last year). Only a small minority—a mere 11%—believes that sales will fall (though last year a wholesome 31% felt this way).

More than two-thirds of all shoe manufacturers are looking forward to higher production and sales for 1955. A year ago, only a fourth of this group expected higher sales, while 26% expected sales to drop (as compared with an amazingly small 4% looking for a sales fall for 1955).

Shoe retailers feel almost equally optimistic, with 56% expecting higher sales ahead (as against only 19% feeling that way last year).

Two-thirds of the suppliers to the shoe industry foresee higher sales for 1955 (as compared with only 29% in that mood a year ago).

The great majority of executives in all branches on the shoe industry foresees little or no change in footwear prices for 1955. Almost all shoe prices will hold at current levels.

The industry expects some slight cost rises, averaging about 2-3% over the year ahead.

A much better profits picture is being anticipated. (Note: in a "normal" year, nearly 50% of shoe manufacturers report deficits or no profits). The improved profits for 1955 will stem from the larger volume of sales expected rather than from increased margins or profit or higher prices.

### Weyl To Manufacture Sandler Shoes In France

A licensing agreement whereby Sandler shoes will be manufactured in France has been announced by Jack Sandler, president of Sandler of Boston and affiliates.

The agreement calls for Raymond Weyl, leading French shoe firm, with plants in Blois and Strasbourg to manufacture and distribute Sandler shoes in France. This gives Sandler its fifth foreign licensing agreement since the firm has similar arrangements in England, Canada, Australia and Israel. Sandler has eight factories located in New England.

Weyl's factories include the Chausseurs Rousset plant in Blis and the La Strasbourgeoise in Strasbourg. Weyl himself is an official representative of France's leather and shoe industry and serves on the Government-sponsored modernization committee.

### Solar To Leave Compo

William Solar, well-known shoe machinery executive, has resigned as first vice president of Compo Shoe Machinery Corp., Boston. His resignation is effective Jan. 1.

With Compo for the past 23 years, Solar began as New England sales representative for the company. In 1940, he succeeded his brother, the late Barney Solar, as national sales manager of the firm.

Elected a director in 1942, he was named executive vice president in charge of merchandising in 1945 and first vice president in charge of sales in 1947. He will continue as a director.

### Allied's New Leather For Spring-O-Lators

A new leather developed especially for use in Spring-O-Lators has been announced by Allied Kid Co. of Boston.

Named "Spring-Hide," the new leather is the result of joint research by Allied's Brezner Division and Spring-O-Lator Manufacturing Company spokesmen said was brought about by the phenomenal growth of Spring-O-Lators now beginning to spread rapidly in halters and closed-back pumps as well as in backless and other types of footwear.



LEAD 210 THIS YEAR

Newly-elected officers of The 210 Associates for the coming year are, left to right: Frederick Bloom, executive vice president; Herbert C. Lee, A. S. Beck Shoe Corp., vice president; Kivie Kaplan, Colonial Tanning Co., president (re-elected); Fred N. Phillips, Jr., Phillips-Premier Corp., vice president; Urban J. Dacier, Brown Co., vice president.

## NO STRIKE

### CIO Shoe Union To Vote On Offer

Threat of a New Year's strike in Massachusetts shoe factories dimmed this week as officers of the CIO United Shoe Workers of America tentatively accepted a new offer by manufacturers.

Angelo Georgian, USWA regional director, said the agreement would be placed for a vote before union membership on Friday, Dec. 31. He indicated the proposal was a fair one at the time and would probably avert a threatened strike.

Details of the manufacturers' offer will not be disclosed until the membership vote, Georgian added. The union officers and manufacturer representatives reached agreement after a day and night session with the Massachusetts Board of Conciliation and Arbitration at the State House in Boston.

The CIO represents approximately 12,000 shoe workers employed in Boston, Lynn, Haverhill, Danvers, Peabody, Salem, Woburn, Everett and other shoe centers.

### Chicago Association Nominates 5 Directors

Five members of the Hide & Leather Association of Chicago have

been nominated by the board of directors' nominating committee to serve three-year terms as directors. They are: Squire Riddle, Wilson & Co.; Robert Reynolds, A. C. Lawrence Leather Co.; Chas. Penner, J. P. Smith Shoe Co.; Wm. Sheehan, Chicago Rawhide Mfg. Co., and Ernest Holzworth of LEATHER AND SHOES.

Election will take place at a private party to be held at Algauner's Fireside Restaurant, Lincoln Ave. and Touhy Ave., Lincolnwood, Ill., on Thursday, Jan. 13. A seven-course steak dinner will be preceded by free drinks and followed by a big floor show. About 150 persons are expected to attend.



ASSISTANT MANAGER of T. W. Gardiner Co., Lawrence, Mass., branch of United Last Co., Division of United Shoe Machinery Corp., is George F. Johnson. A native of Danvers, Johnson joined the Gardiner firm in Lynn during 1920 and has wide experience in all phases of last production and sales, including model development. The position is newly created to assist Eugene M. Harris, manager of the Gardiner branch.



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## MILITARY BUYING

### Invitations

**Service shoes.** The Philadelphia Quartermaster Depot has issued QM-36-030-55-402 covering 124,266 prs. Shoes, Service, Men's High, leather, black. Bids will be opened Jan. 13, 1955, at 10:00 a.m. in Philadelphia. Delivery April-June, 1955. For the Air Force.

**Shell Gloves, Leather.** Philadelphia Quartermaster Depot has issued Inv.-QM-36-030-55-400 covering 96,713 prs. Gloves, Shelled, Leather, 5 finger sheaths, black, sizes 4 and 5, for delivery to the Wilkins AF Depot and to the Cheli AF Depot. Delivery complete by May 31, 1955. Bid opening Jan. 11, 1955.

**Leather Gloves.** Philadelphia Quartermaster Depot has issued Inv. QM-36-030-55-404 covering 16,355 pr. Gloves, Leather, Work type, gauntlet cuff, strap fastener closure on back at wrist, cream. Delivery complete by June 30, 1955. All prices fob. origin. Bids opening Jan. 12, 1955.

**Helmet liners.** Chicago Quartermaster Depot, 1819 West Pershing Rd., Chicago 9, has issued Invitation 55-191B calling for bids on 313,200 each helmet liner bands, M-1, neck, adj., Spec. MIL-B-1953A. Bid opening Jan. 5, 1955, in Chicago.

### Bids

**Chamois Leather.** S. M. Arnold Co., St. Louis, Mo., was low bidder under Inv. 58690 which opened at the General Services Adm., 250 Hudson St., New York City. S. M. Arnold quoted a unit price of \$1.015 each less 2%-30 days for 2,887 pieces Leather Chamois, sheepskin, oil tanned—to Int. Fed. Specs. KK-L-00167A—class 1—pocket shaped, size C—16 x 21 inches delivered to various depots. Under the same bid, the Drueding Bros. Co., Phil., Pa., was low bidder on 3,301 pieces of leather chamois, sheepskin, oil tanned, Size E—20 x 26 inches at a unit price of \$1.625 each delivered to various depots. Drueding Bros. offered a discount of 2%-30 days. Bids opened Dec. 22, 1954.

**Leather soling.** The Baer Leather Co., New York City, was

low bidder under Inv. 327 which opened at the Philadelphia Quartermaster Depot. The Baer Leather Co. quoted a unit price of .65 per lb. for 672 pieces, Soling leather — Finders—for a total of 2,183 lbs. Under the same invitation, the Conrad Mfg. Co., Pawtucket, R. I., was low bidder for 50 rolls of Lacing, footwear, flat, brown with a unit price of \$3.75 per roll. Bids opened Dec. 22, 1954.

### Awards

**Combat boots.** Philadelphia Quartermaster Depot, 2800 South 20th St., Philadelphia 45, Pa., has awarded Request for Proposals QM-36-030-55 Neg-187-1 covering Boots, Combat, Men's, Leather-Russet Capped toe, rubber sole and heel, regular tariff sizes to the General Shoe Corp., Nashville, Tenn., for 56,416 prs. with a total dollar value of \$337,996.96.

## PEOPLE

### About industry personalities coast to coast

• **E. C. Kartman** has resigned as designer and salesman for the Krentler Brothers Co., branch of United Last Co., in Milwaukee. He has been with the firm for the past 16 years. His plans for the future are indefinite although he plans to remain in Milwaukee.

• **A. R. Berger** is new superintendent of the Dexter, Mo., International Shoe plant. He succeeds **Mike Lynch** who has been transferred to Perryville to take over as superintendent of the company's two plants there. Berger was manager of an International plant at Richland, Mo., for 7 years and at Mt. Vernon, Ill., as well as at Batesville, Ark., for the past year.

• May Department Stores Co. has announced appointment of **John J. Cohen**, 186 Lincoln St., Boston, to represent its stores as resident shoe buyer. He will also represent D. Myers and Sons of Baltimore; Victory Footwear Sales Co., Baltimore; Rechter Bros. Clothing Co., St. Louis; Glosser Bros. Department Store, Johnstown, Pa., and Barlo Shoe Co., Cincinnati. Mr. Cohen was with the D. M. Siff Shoe Co. of Akron for the past three years. Prior to that he was with John Irving Shoe Corp., Boston, for five years.

• **Charles F. Johnson, Jr.**, president of Endicott Johnson Corp., is first person in the six years of awarding NHA medals of merit to receive unanimous approval of the Awards Committee. **John Hodges** of J. C. Hodges, Inc., Boston, chairman of the awards committee stated Mr. Johnson's selection was based on the "splendid humanitarian program" that he is providing for approximately 20,000 workers in the several Endicott Johnson plants.

• **Frank T. Tucker** has been appointed director of advertising for the B. F. Goodrich Co. of Akron, O. Tucker joined Goodrich in 1916 and became advertising director in 1940.

• **George P. Podojil** has been appointed treasurer of Stone Shoe Co. in Cleveland, O.

• **Lew Ellis** has been named Maine sales representative for National Cutting Die Corp. of Manchester, N. H. He was formerly with Star Die & Supply Co. of Lynn, Mass.

• **Robert C. Laramy** has joined Seal Tanning Sales Corp. as New England sales representative. He will handle the firm's complete line of side leathers.

• **Fred Leviser** is retiring as manager of the S. B. Foot Tanning Co.'s Boston office on Feb. 1, 1955. Leviser has been associated with Foot since 1915.

• **Harold D. Gordon** has resigned as display director of Regal Shoe Co. after 12 years with the firm. He has been design coordinator and display director for Regal retail shoe outlets over the country. He will open his own retail gift store in Weymouth Landing, Mass., late in Jan.

• **Sol Erlich**, formerly stitching room foreman at Apt Shoe Co., Boston, has taken a similar position with Shapiro Bros. Shoe Co., Inc., of Auburn, Me. He succeeds **Dwight Cleveland** who is retiring.

• **Louis Klamberg** has been elected a vice president of A. Sandler Co., Boston. He has been merchandise and production manager for the eight Sandler of Boston shoe factories, and has been with the firm for the past 10 years.





TRAVIS V. RANKIN

• **Travis V. Rankin** has been appointed general sales manager in charge of sales at the Pacific Division of Nopco Chemical Co. He replaces Harold A. Swanson who becomes assistant vice president in charge of Nopco's Vitamin Division. Rankin has been with the firm since 1946. His position as central district sales manager has been filled by **Walter E. Brewer** who also continues in his present capacity as manager of Nopco's eastern industrial sales district.

• **Dr. Sam R. Hoover** has been named head of the Hides, Tanning Materials and Leather Section of the U. S. Department of Agriculture's Eastern Regional Research Laboratory in Wyndmoor. He succeeds Jerome S. Rogers who retired in Nov.

• **William H. Smith** has been elected president of Bristol Mfg. Co., Bristol, R. I. He succeeds his brother, **Maurice C. Smith, Jr.**, who has been named board chairman. Maurice Smith founded the firm, which makes fabrics and waterproof footwear, in 1935.

• **Clifford A. Woellert** has been appointed to the newly-created post of national sales manager for Huskies produced by Hussco Shoe Co. of Honesdale, Pa. Woellert was most recently with International Latex Co.

• **Edward J. Price**, chief inspector of hides at Chicago for the Commodity Exchange, Inc., of New York, has announced that **Peter Mackanin** becomes assistant chief inspector on Jan. 3. Mackanin has been associated with Dietrich Hide Corp. of Chicago.

• **William J. Shea** has been promoted from vice president to executive vice president of H. H. Brown Shoe Co., Worcester. Shea has been with the firm since 1945 and was named a vice president in 1946.

# NEWS QUICKS

About industry happenings coast to coast

## Massachusetts

• Thieves who broke into the plant of **Hawthorne Tanning Co.** in Salem last week smashed candy, cigarette, milk and tonic machines. No other damage or loss was reported.

• Lynn's famed **Phelan Bldg.** at 411 Broad St.—former home of many leather and shoe firms—will be razed shortly to make way for a new industrial development on the site. The late James J. Phelan erected the building in 1892 when his shoe manufacturing firm was in its prime, producing some 3,000 pairs of women's shoes per day.

• The **George Nichols** pattern firm, operated by Charles Barker, has been purchased by **Clayton Strobel**, formerly of Parker-Strobel Co. in Haverhill. No changes will be made in personnel or operating policies, according to Strobel. The firm makes wooden patterns for inner and outer soles and remodels lasts.

• Stockholders of **Wiley-Bickford-Sweet Corp.**, Worcester shoe manufacturing firm, have voted to accept a board of directors' recommendation that the company be liquidated. The company was originally formed in 1887 as Bickford and Bliss, baby shoe manufacturer, and more recently has made women's casuals and slippers. **Stuart H. Armstrong**, president, said the company is financially sound, will sell everything and pay all its bills.

• **Stecker Hair & Wool Processing Co., Inc.**, has been formed to process and sell animal hair at 58 Pulaski St., Peabody. **Ray J. Stecker**, former Army All-American football star, is president and treasurer of the new firm while **Arthur S. Tedford** is clerk.

• **Lowell Technological Institute** of Lowell reports it has published "A Stroboscopic Study of Spindle Bumper Straps" by **Dr. Albert E. Chouinard**, professor and head of the school's leather engineering department. Sponsor of the project was the textile leather division of the National Industrial Leather Association.

• Officials of **Ruth Shoe Co.** in Newburyport are reported more optimistic than ever about prospects for the coming year. **Benjamin Feigen-**

**baum**, president, has upped his earlier estimate of \$2.5 million in sales for 1955 another million to \$3.5 million and has announced another 225 workers will be added to the working force. The shop has added 100 workers since Nov. and total workers now number 680. "We expect to add 100 customers—we have added 140—and we look forward to a year of steady work," said Feigenbaum.

## Missouri

• Assets of **Paramount Shoe Mfg. Co.**, St. Louis women's shoe firm, are in process of being purchased by **Morrie Kalmon**, vice president of the firm, along with **Joseph J. Goldstein** and **Irving M. Rubenstein**. The new firm will be incorporated as **Kalmon Shoes, Inc.** Kalmon has been with Paramount since it was organized in 1925 while Goldstein was formerly associated with Monogram Footwear, Inc.

• Employees of the **International Shoe Co.** sole leather plant at St. James recently voted in favor of representation by **United Shoe Workers of America**, CIO, at a bargaining agent election sponsored by the National Labor Relations Board. USWA received 68 votes against 51 for no union. A local union has been set up in St. James and officers elected.

## New Hampshire

• **Miller-Hermer Shoe Co.**, which shut down the day before Christmas "until we can get our affairs straight," according to **Moe Miller**, will probably re-open in the near future, according to Miller. The plant is located in Dover.

• Approximately 200 former employees of the **Claremont Shoe Corp.** in Claremont, have received unemployment compensation checks totalling several thousands of dollars as the result of a ruling by an appeals tribunal of the New Hampshire Division of Employment Security that their termination date of employment was last Sept. 7. The case grew out of the closing of the Claremont shoe factory several days after a group of cutters left their jobs in a protest over wages, hours and working conditions. Other workers walked out in sympathy.

• A seasonal pickup in the shoe industry contributed to an improved industrial situation which resulted in 700 additional workers getting jobs in **New Hampshire** during November, according to a report just made by William J. Roy, an official of the State Division of Employment Security. The report showed that more favorable conditions prevailed during the period in the Berlin, Laconia, Concord and Portsmouth areas.

## New Jersey

• **Barrett & Co., Inc.**, of Newark reports that the name Llama Calf has now been registered in Italy, Switzerland and France in order to protect manufacturers who use the genuine product in shoes, bags or other articles. The name has been registered in the U. S. since 1935.

## New York

• **Sandoz Chemical Works, Inc.**, has placed its advertising account with **Anderson & Cairns, Inc.**, effective Jan. 1. Sandoz makes dyestuffs and chemicals for the tanning, textile and other fields.

• **New Products Institute, Inc.**, Irvington-on-Hudson, New York, an international clearing house for information on new products and processes, reports Brauer Bros. Shoe Co., French, Shriner and Urner and Regal Shoe Co. have subscribed to its services.

• **Margaret Jerrold, Inc.**, has been organized at 56 West 22nd St., New York City, to manufacture women's flexible pumps and sandals retailing under \$20. Principals are E. Jerrold Miller and Margaret Clark Miller who will design the firm's shoes. Plant is the former M. Lauer factory. Brand name of "Margaret Jerrold" will be used. Officers include Isadore Lauer, president; Mr. Miller, vice president; and Margaret Miller, secretary-treasurer.

• Executives of **Endicott-Johnson Corp.**, Endicott, previewed a new television film showing development of the firm's "Guide-Step" shoes. The film will be released shortly for showing in national TV studios and shows the research conducted for almost 25 years by Dr. Plato Schwartz, professor of orthopedics at the University of Rochester.

• **Jack Schiff**, executive vice president of Shoe Corp. of America, will direct a nationwide program among

business and industry leaders to combat bigotry and promote better inter-group understanding in his newly-elected position as National Trade and Industry chairman of the **Joint Defense Appeal**. The latter is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

## North Carolina

• Charter to manufacture and sell footwear has been granted to **Marilyn of Charlotte, Inc.**, capitalization being listed at \$50,000.

## Ohio

• **Shoe Corp. of America**, Columbus, expects its sales for 1954 to exceed \$60 million. Sales for the first 48 weeks of the year were over \$55 million, up 4.69 percent over last year. The company now has 532 retail outlets.

## Pennsylvania

• **Triangle Shoe Co.** has decided against locating a warehouse at the Dawes Ave. area in Kingston after residents protested rezoning of the area from commercial to light industry. The decision to set up a warehouse in another area was announced by Aaron Weiss, secretary-treasurer of the shoe firm.

• **Gralnick Brothers, Inc.**, Philadelphia leather goods manufacturer, has filed an amendment to change its name to Gralnick & Son, Inc. The firm is located at the northwest corner of 10th and Diamond Streets.

## Texas

• **Tandy Leather Co.** has announced purchase of **Jaxtex Shoe Mfg. Co.**, of Jacksboro. Tandy plans to continue operating the Jaxtex factory, making special types of footwear and leather projects for distribution through their nationwide system of Leathercraft Stores. The company plans to expand its present 57 units to 100 in the near future. Dave L. Tandy is president.

## Wisconsin

• Little if any damage was caused by a fire which broke out last week at the plant of **Badger Glove & Slipper Co.**, Milwaukee. Cause of the fire was not determined and it was doused by automatic sprinkler heads.

• **Flagg Tanning Corp.** of Milwaukee has appointed **Donovan Industries, Inc.**, of New York as sole agency for New York, New Jersey,

Pennsylvania, Connecticut, Maryland, Ohio and eastern Canada. Donovan will also handle the New England territory along with **Harvey Hartnett Leather Co.** of Boston.

# Canadian Notes

• The **League of Young Women** has carried out a major project in supplying free footwear to all needy children in Canada's capital, Ottawa, as well as in a large area surrounding the capital, with many hundreds of pairs of shoes being distributed. For some weeks prior to the actual distribution in time for Christmas and New Year's, League members visited hundreds of homes of underprivileged children and secured shoe sizes. In addition, a large ball was organized and all the proceeds were used to buy shoes for every child requiring same.

• Canadian shipments of footwear to the United Kingdom during the first three-quarters of 1954 are reported to have declined, according to R. P. Bover, Commercial Counsellor in London, Eng., in a report to Foreign Trade of Canada.

• There were 3,160 male wage-earners and 337 female wage-earners in Canada's leather tanning industry during 1953 and their total wages reached \$9,482,519 in contrast to 3,029 male and 301 female wage-earners receiving total wages of \$8,526,498 in the preceding year.

• Canadian department stores' sales of women's, misses' and children's shoes dropped to \$4,090,000 in Oct., 1954, as compared with \$4,146,000 in the same month of 1953, a loss of 1.4%. Stocks in these stores advanced to \$14,772,000 in this period in contrast to \$14,036,000 a year earlier, a gain of 5.2%.

However, sales of men's and boys' shoes advanced to \$1,512,000 in Oct., in these department stores against \$1,509,000 a year earlier, up 0.2%, and stocks of such shoes rose to \$5,495,000 against \$5,344,000, a gain of 2.8%.

• There were 267 factories in operation across Canada in the leather footwear industry during September, 1954, and their output increased to 3,376,531 pairs in that month, an increase of 140,334 over the preceding month's 3,226,197 pairs, as well as an increase of 63,688 pairs over the 3,312,843 pairs in the same month a year earlier.

## LEATHER MARKET REPORT

# Leather Sales Steady Prices Continue Strong

Year Ends With Substantial Backlogs Promising  
Good Billings For Coming First Quarter

**Sole Leathers still plod.** New business moderate and at steady prices. Though sole leather had poor time of it during 1954, tanners face new year with buoyant feeling, feel worst is over and 1955 sales will be, if anything, better.

Up to 63c asked for superior light bends; about 61c and down the average. Asking price of 55c and down seldom paid for 8-9 iron stock; about 53c and down nearer right. 9-10 iron bends still in good demand at 49c and down for top tannages, 46c and down for standard. About 45c and down usual asking price for 10 iron and up. Very best quoted at about 47c and down.

**Sole Leather Offal unchanged.** Shoulders, single and double roughs, get steady call. Bellies plod along, need new orders.

Most bellies move at about 24-25c but some superior stock, well trimmed and tanned, quoted at 27c. Those with a special purpose pay this price for small quantities. Single shoulders firm at 36c for heads on, 40-41c for heads off.

Up to about 46c asked for superior double rough shoulders. These undoubtedly for waist belts. Welting shoulders mostly at 44c and down.

**Calf tanners happy.** Women's business continues very active in large backlogs the rule. Men's weights sell freely in top three grades, poorly in lower selections.

Women's weights bring 87c and down in regular sized skins, up to 92c in selected small skins. From 80c down the usual price for volume tannages.

Men's weights bring \$1.00 and down for best tannages, about 85c and down for volume tannages. Grains and other specialties bring various premiums.

**Sheep sales better.** Raw material firmness bolsters asking prices and demand fairly satisfactory. Linings still the big item.

Boot lining russets quoted at 24c and down for best. Volume done in grades below 22c. Shoe lining russets ask up to about 22c, bring 15-19c for volume. About 25c and down asked for colored vegetable linings. Chrome linings bring 30c and down.

**Sides having big month.** Billings substantial and new orders keep backlogs large. Some tanners sold 60 days ahead. Soft tannages and grains grow in importance. Red, blue, black and white the busy women's shades; charcoal brown and black lead for men.

## Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	85-99	85-99	90-1.06	95-1.20
CALF (Women's)	80-93	80-93	85-98	80-1.03
CALF SUEDE	80-1.00	80-1.00	80-1.00	85-1.10
KID (Black Glazed)	75-90	75-90	75-90	75-90
KID SUEDE	70-90	70-90	71-91	80-96
PATENT (Extreme)	50-56	50-56	51-58	60-64
SHEEP (Russet Linings)	20-23	20-23	22-25	28-32
KIPS (Combination)	45-50	45-50	50-54	64-68
EXTREMES (Combination)	43-48	43-48	44-50	56-59
WORK ELK (Corrected)	31-35	31-35	36-40	38-45
SOLE (Light Bends)	61-63	60-63	65-68	68-72
BELLIES	24-26	25-27	26-29	26-28
SHOULDERS (Dbl. Rgh.)	42-46	42-46	48-51	51-56
SPLITS (Lt. Suede)	30-36	30-36	30-35	35-39
SPLITS (Finished Linings)	17-22	17-22	17-22	24-26
WELTING (1/2 x 1/2)	6%	6%	7	8
LIGHT NATIVE COWS	12-12 1/2	12 1/2-13	14-14 1/2	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.



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## Polio Vaccine Facts



- Developed by Dr. Jonas Salk under March of Dimes grant.
- Inoculation of 425,000 children in 44 states financed by March of Dimes.
- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

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**MARCH OF DIMES**  
January 3-31

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Shoes  
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Up to 53c asked for very best combination tanned kips. Bulk of trading done in tannages offering 47c and down. Extremes bring about 47c and down for best, 43c and down for others. Large leather quoted at 43c and down for finest, 40c and down for others and even less for some.

**Splits hesitate.** New demand off for week but big sales of linings in previous weeks still to be delivered. Splits for outsides still trying to get volume.

Finished linings quoted at 22c and down for very best, 20c and down for some and 18c and down for others. Biggest business still being done in 15-19c area. Bulk of suede lining business done in 23c and down selections. Some tanners ask up to 26c and get it for carefully selected stock.

Outside suedes get fair to good call in white, very little in other colors and black. Heavies ask up to 44c for best whites, up to 40c for other colors. Lights bring a reluctant 36c and down for most.

**Work glove dull.** Many firms are at the end of their fiscal year and occupied with internal matters including inventory-taking, etc., with the result that there is no particular desire to purchase leather at the present time. Tanners reported very little activity except for routine shipments of leather on previously booked orders.

Work glove splits of LM weight held steady with No. 1 grade at 12c, No. 2 grade at 11c and No. 3 grade at 10c. M weight continued on a cent higher basis, No. 1 grade at 13c, No. 2 at 12c and No. 3 at 11c.

**Glove leathers drag.** No leather moving this week except for samples. The new lines are in the making.

Garment leather quiet but the cheap grades easy to move. Suedes at 20c and 18c in demand. Fair quantities sold at these prices. Better grades are offered from 28c down with very little business passing. "Quilon" tannage is offered at 32c, 30c and 28c. The price trend is up as the pickle skin market stiffens.

No change in glove leather prices except for men's grey suedes offered at 30c and 26c.

**Garment leathers firmer.** One large tanner has withdrawn list prices for the time being and not disposed to make any definite commitments on quotations. Reason is strong and advancing foreign pickled skin market.

Good tannages of suede have brought up to 26-28c and down and grain finish 24-26c and down. Prices on horsehide garment leather varied from 32c to 34c on good tannages and up to 36c for choice lots.

Cowhide garment leather holding about steady at 30-32c for regular tannages with most recent business done at the inside figure.

**Bag, case and strap slack.** Some outlets holding off from making purchases because of year-end inventory positions.

Prices, so far as can be determined, holding nominally unchanged with case leather around 41-42c for 2-2½ ounce and 42-43c for 3-3½ ounce. Grade A russet strap leather ranges 47-48c for 4/5 ounce, 49-50c for 5/6 ounce, 51-52c for 6/7 ounce, 53-54c for 7/8 ounce, 55-56c for 8/9 ounce, 58-59c for 9/10 ounce and 61-62c for 10/11 ounce.

Grade B quoted at 2-3c less and Grade C around 5-6c less. For colors, 3-4c more is charged and for glazed finish 2c more than russet prices.

**Kid leather good.** Tanners pleasantly surprised to find business continuing fairly active right up to the holidays. Apparently since buyers were getting leathers only as they needed them, they found it necessary to buy more than they had anticipated.

Black glazed moving fairly well and linings in black as well as a number of light shades, are excellent. Some black suede moves. Nothing at all in slipper and very little crushed moving. No price changes quoted.

### Average Kid Leather Prices

Suede 32c-90c  
Crushed 35c-75c  
Slipper 25c-50c  
Linings 25c-55c  
Glazed 25c-\$1.00  
Satin Mats 69c-98c

**Belting leather quiet.** Philadelphia tanners report the hide market increase has had no effect on either buying or actual leather prices. "The customers are holiday-minded even in the leather industry" and little buying is going on.

Bend butts remain as follows: No. 2, 92c light, 84c medium and 79c heavy; No. 3, 80c light, 72c medium and 67c heavy; shoulders No. 2, 46c light and medium.

Carriers in agreement with this picture. Some do have business carrying them up to the end of the year but, for the most part, business described as quite slow.

## Tanning Materials

### Raw Tanning Materials

Wattle Bark, ton "Fair average"	\$98.00
"Merchantable"	\$94.00
Myrobalans, J. I's Bombay	\$43.00
Sorted	\$47.50
Genuines	\$53.00
Crushed 42-44%	\$62.50
Valonia Cups, 30-32% guaranteed	\$43.00
Valonia Beards, 40-42% guaranteed	\$56.00
Mangrove Bark, Ecuadorian	\$55.00
Mangrove Bark, Colombian	\$58.00
Mangrove Bark, 38% E. African	\$67.50
Divi Divi, Dom. 48% basis shp't, bag	\$72.00
Divi Divi, Col. 42%	\$65.00
Sumac, 28% leaf	\$130.00
Ground	\$125.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.00
Barrels, c.l.	4.75
Barrels, l.c.l.	5.10
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.32
Bags, l.c.l.	11.02
Cutch, solid Borneo, 55% tannin	.08½
Hemlock Extract, 25% tannin, tk. cars	
f.o.b. works	.06¼
bbls. c.l.	.06¾
Oak bark extract, 25% tannin, lb.	
bbls. 6½-6¾, tks.	.06½
Quebracho Extract:	
Solid ord., guaranteed 63% tannin, c.l.	.11 21/32
Solid, Clar., guaranteed 64% tannin, c.l.	.12 23/64
Wattle extract, solid, c.l., East African 60% tannin	.09¾
Wattle extract, solid, c.l., South African 60% tannin	.10
Powdered super spruce, bags, c.l. .05¼; l.c.l.	.05½
Spruce extract, tks., f.o.b. wks	.01¾
Myrobalan extract, solid, 55% tannin	.07¼
Myrobalan extract, solid, 50% tannin	.07
Myrobalan extract, powdered, 60%	.09
Valonia extract, powdered, 63%	.08
Quebracho extract, powdered, Swedish	
spray dried, 76-78% tannin	.16%
Wattle extract, powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.09¾
Oakwood, Swedish, powdered, 64-66%	.10½
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

### Tanners' Oils

Cod Oil, Nfld., loose basis, gal.	.95
Cod, sulphonated, pure 25% moisture	.13-13½
Cod, sulphonated, 25% added mineral	.11½-12
Cod, sulphonated, 50% added mineral	.11-11½
Castor oil, No. 1 C.P. dra. l.c.l.	.20
Sulphonated castor oil, 75%	.20
Linseed oil, tks., f.o.b. Minn. drums, c.l.	.13.5
Neatsfoot, 20° C.T.	.28-29
Neatsfoot, 30° C.T.	.26-27
Neatsfoot, prime drums, c.l., f.o.b. Chicago	.18¾
l.c.l., f.o.b. Chicago	.18¾-19¼
Neatsfoot, sulphonated, 75%	.18-18½
Olive, denatured, drs. gal.	1.95
Waterless Moellon	.14½

Artificial Moellon, 25% moisture	.14
Chamois Moellon, 25% moisture	.11-12
Common degreas	.10¾-12
Neutral degreas	.23-24
Sulphonated Tallow, 75%	.13½-14
Sulphonated Tallow, 50%	.10½-11
Sponging compound	.13-14
Split Oil	.11-12
Sulphonated sperm, 25% moisture	.19
Petroleum Oils, 200 seconds visc., tks., f.o.b., gal.	.13½
Petroleum Oils, 150 seconds visc., tks., f.o.b., gal.	.13¾
Petroleum Oils, 100 seconds visc., tks., f.o.b., gal.	.12¾

\*Imported Extracts are plus duty.

## Endicott-Johnson Closing Deal On New Rubber Plant

Endicott-Johnson Corp. and its fellow bidders in the combine which is seeking to buy one of the government's synthetic rubber plants are hopeful of success in their venture.

Raymond A. Mills, an E-J vice president, said, "We are entering the final phases of negotiation and we are proceeding on the basis that we will be awarded a plant."

The facilities up for sale are 27 synthetic rubber-producing plants built during World War II with U. S. funds when the nation's supply of natural rubber was cut off.

Book value of the factories is listed at \$160,000,000. Their original cost was about \$500,000,000.

## Lawrence Process Sues For \$1.5 Million

Lawrence Process Co., makers of plastic welting, has filed a \$1.5 million anti-trust suit against five companies: Wright-Batchelder; Wind Innersole & Counter Co.; Okonite Co.; Wind Specialty Co., Inc.; and W. R. Grace & Co.

Lawrence claims that Wright-Batchelder and Okonite formed the Shoe Patents Corp. to hold certain patents concerning welting, and conspired to restrain trade and monopolize commerce in plastic shoe welting prior to 1946. Also, Lawrence claims, prior to 1953 the other three firms joined in the conspiracy. As a result of this, says Lawrence, monopolistic prices were imposed on plastic welting, preventing entry of competition.

Lawrence is charging damages of \$500,000 and wants treble damages of \$1.5 million.

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AGENTS IN PRINCIPAL CITIES



## Hide Sales Better Than Expected, Keep Prices Steady

Year-End Business Gives Optimistic Tone To Prospects For New Year

**Big packers steady.** Although interest shown for big packer hides did not appear broad as the week opened, enough demand developed to maintain a steady market. Buying for tanner as well as dealer and trader accounts was done in practically all selections at unchanged prices.

Several of the big packers were able to clean up their remaining Dec. hides and sell ahead into early Jan. production and one packer was able to sell straight Jan. hides without any particular difficulty. Offerings of big packer hides not heavy this week as packers found production smaller due to curtailed receipts and the smaller kill during the holidays.

Bulk of hides sold this week traded on Tuesday. Demand sufficient for packers to clean up their lists of offerings, volume totaling about 75,000 hides. Firmer tone in the hide futures market gave dealers and traders some encouragement to buy spot hides. At the same time, there was some tanner buying for replacement purposes. Consumer purchases, however, were limited mostly to smaller tanning outlets.

Furthermore, some of the larger tanners were inclined to doubt whether the recent advances, initiated by traders, would hold.

Larger sole leather tanners reluctant to follow latest advance of a half cent on heavy native steers, branded steers and branded cows. Some of these buyers also have comfortable inventories of hides, having recently purchased sizable quantities of resale hides from dealers and traders when the market was declining.

Northern heavy native steers brought 10½¢ and river points 10c. Northern heavy native cows sold at 10c and river points at 9½¢. Heavy Texas and butt branded steers went at 9c and Colorados sold at 8½¢. Branded cows sold on the basis of 9c for northerns and rivers, 9½¢ for light average southwesterns such as Oklahoma City production. Fair amount of business in light native cows at 12c for northern and 12½¢

for rivers. Some call for bulls reported at 8-8½¢ basis natives.

**Independents hold.** A large Iowa packer late Monday sold a car of butt branded steers on steady basis of 9c, around 1,000 to 1,400 estimated involved. Other large independent packers also active selling.

In the volume trading on Tuesday in big packer selections, Packers' Assn. sold 1,100 light native cows at 12c. Meanwhile, a large Minnesota packer sold 700 Austin heavy native steers at 10½¢ and 800 from Fremont, Neb., plant at 10c; also 1,400 Austin heavy cows at 10c.

Eastern packers not very active. However, one killer sold 4,400 Atlanta-Moultrie light hides at 13½¢ for natives and 11½¢ for brands.

**Small packers mixed.** A few quiet purchases were made here and

there and in certain instances prices paid were not divulged. Additional business done in light Texas small packer hides averaging 40-42 lbs. up to 12c flat fob. shipping points.

Some midwestern allweights averaging around 45-46 lbs. went at 11½¢ and there was some business in choice plump 48-49 lb. avg. hides around the 11c mark while 50-52s sold mostly at 10½¢, these prices selected fob. shipping points.

Heavier stock averaging around 54-55 lbs. ranged 9½-10c and heavy hides averaging up to 60-65 lbs. held around 9c but rather slow moving. Business in small packer bulls continued with 6½¢ fob. considered nominal.

**Country hides slower.** Supplies difficult to locate at prices the buyers willing to pay. Sellers generally not pressing for business.

Good locker-butcher hides of 50-52 lbs. avg. moved in limited fashion within a range of 8-8½¢ flat tr'm'd fob. shipping points. Mixed hides including renderers averaging around 48-50 lbs. wanted in the range of 7½-8c flat trimmed fob. shipping points.

Glue hides in carload lots sold in the range of 6-6½¢ and country bulls in carlots at 4½-5c fob. shipping points.

### HIDE FUTURES

	Close Dec. 30	Close Dec. 23	High for Week	Low for Week	Net Change
January .....	11.91T	11.49T	11.95	11.20	+42
April .....	12.50T	12.17B	12.55	11.95	+33
July .....	13.16T	12.87T	13.18	12.63	+29
October .....	13.70B	13.38B	13.50	13.19	+32
January .....	14.20B	13.83B	13.69	13.69	+37
April .....	14.70B	14.25B	.....	.....	+45

Total Sales: 704 Lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers ..	10 -10½	10 -10½	10½-11	12 -12½
Light native steers ..	12½-13	12½-13	13 -13½	14½-15
Ex. light native steers ..	16 -16½	16 -16½	18 -18½	16½
Heavy native cows ..	9½-10	9½-10	10½-11	12 -12½
Light native cows ..	12 -12½	12 -12½	12½-13	14½
Heavy Texas steers ..	9	9	10	10½
Butt branded steers ..	9	9	10	10½
Light Texas steers ..	10½	10 -10½	11	12
Ex. light Texas steers ..	13½	13 -13½	12½	14½
Colorado steers .....	8½	8½	9½	10
Branded cows .....	9 - 9½	9 - 9½	9½-10	11
Native bulls .....	8 - 8½	8	8	9 -10
Branded bulls .....	7 - 7½	7	7	8 - 9
Packer calfskins .....	25 -37½	25 -37½	27½-40	38 -45
Packer kipskins .....	22 -23½	22 -23½	21½-23½	24 -30

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

Packer regular slunks remained at \$1.65 and large hairless at 85c, last paid. Small packer skins unchanged, 23-24c the trading range on regular northern allweight calf and 17-18c paid for small packer kip. Country skins in carload lots quoted at 16-16½c for allweight calf and 12½c for kip.

**Horsehides pause.** Market comparatively quiet since recent trading in range of \$6.75-\$7.00 fob, trimmed basis for heavy northern slaughterer horse hides. Untrimmed hides nominally about \$1.00 more.

Scattered sales of cut stock, good northern fronts going at \$4.25, \$4.35 and \$4.50 according to quality. Likewise, butts selling in the range of \$3.50-\$3.75 for 22" and up.

**Sheep pelts spotty.** Big packers making occasional sales of midwestern productions at mostly steady prices such as \$2.65 for clips, \$2.00 for No. 1 shearlings, \$1.20 for No. 2s and 50c for No. 3s. Some sellers hold choice lots up to \$2.75 for clips and \$1.25 for No. 1s.

Some small packer fall clips moved at \$2.50. Packer Dec. lamb pelts sold within the range of \$3.00-\$3.10 per cwt, liveweight basis for very good quality production. Full wool dry pelts holding unchanged at the last reported trading basis of 24½c.

Although held at 25c higher prices, pickled skins last sold at \$7.25 for lambs and \$8.50 for sheep. Buyers reluctant to reach as quality should taper off on domestic production as the winter skins usually show more cockle.

**Calf and kip fair.** One big packer sold a car of St. Louis calf at 25c for heavy and 30c for light. Other river points last sold at 25-30c for heavy and light, respectively, while big packer northerns last brought 32½c for heavy and 37½c for light.

Kipskins a little on the easy side. One packer sold 2,000 river overweights at 22c as compared with previous trading at 23½c for river kip and 22½c for overweights. Southwestern overweights last brought 22c while kip was held for 23c. Nashville, premium point, kip brought 30c in trading which involved about 3,500 skins.

**Dry sheepskins strengthen.** Shearlings firmed up following late sales and cables from the Cape state that shippers now ask 19 pence for the shorts, ¼-½ or ¼-⅝ inch and 23 pence for the longs, ⅝-1½ inch

skins, c&f. basis. Last confirmed trading involved the shorts at 17 pence.

Wool sheepskins slow and nominal.

Hair sheep markets firm and only odd lots moved due to price differences of buyers and sellers. Some trading developed in Addis-ababa butcher skins but details as to quantities and price withheld.

There continues a good demand for Brazil cabrettas but few offers coming in. Shippers state that available supplies quite small and sold either to Europe or locally, where better prices can be obtained. Cape

glovers continue to sell to Europe at prices above the ideas of buyers here.

Due to advances asked by shippers, trading slowed down in Nigerians as buyers unwilling to better 50c basis prime Kanos.

**Pickled skins move.** Europe and U.S. buyers competing for New Zealand skins and each sale registers an increase.

Latest advices that North Island lambs sold at 47-55 shillings as to brands and South Island "CFM" lambs at 55 shillings. "Gear" sheep



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brought 93 shillings 6 pence and "WME" 94 shillings.

Iranian pickled sheepskin market also firmed up and selling quarters state they have cleared the bulk of available supplies on spot and are now carrying a normal stock. Prices have ranged from \$13-13.50 per dz. for the heavy weights and \$12-12.50 for the lighter weights.

Domestic market nominally unchanged with last confirmed sales lambs at \$7.25 and sheep at \$8.50 but most sellers now have higher views.

**Reptiles moving.** Wet salted Agra back cut lizards, 10 inches up,

averaging 11 inches, 80/20 selection, held for 48c, prompt shipment. Last confirmed sales 9 inches up, averaging 10 inches, 80/20 selection, at 32c and for similar belly cuts 28c. Some negotiations for bark tanned Agras but asking prices above buyers views.

On some 60/30/10 bark tanned Calcutta oval grain lizards, sellers are asking 25c. Europe interested in wet salted Calcutta oval grain lizards but few offered. Last confirmed sales 40/40/20 selection at 22c and 60/40 selection at 29½c.

Relatively few offers of Madras bark tanned whips. Some shippers

indicate that if buyers would take cobras, they might include whips but there is very little call for cobras with some reports that offerings of 4 inches up, averaging 4½ inches, 60/40 selection, at 15c failed to interest buyers. Some alum tanned water snakes, 3½ inches, 70/30 selection, sold at 11c.

**Deerskins do well.** Some business in Brazil "jacks" reported at recent levels. On late arrivals, under-stand sellers accepted 72c landed basis.

Recent sales of Honduras skins at 38-39c c&f., but most sellers have higher views, some asking up to 41c cif. Buyers ideas for Nicaraguans around 48c cif., depending upon shippers. No change in New Zealand.

**Pigskins in demand.** Some selling quarters report moving substantial quantities of peccaries to Fulton County and Europe with the latter the principal buyer as they are willing to pay better prices and also take blacks whereas the county prefers the greys. Peruvian grey peccaries sold at \$2.00 and blacks at \$1.00 c&f. basis.

#### Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars		
(1200 lbs.) . . .	\$8.85-9½	\$9-9½
Conconadas		
(1.70/1.80 lbs.)	\$9.00	\$8.50
Deccans . . . . .	\$9.00	\$8.50
<b>MOCHAS</b>		
Berberahs . . . . .	\$9.25	Nom.
Hodeidahs . . . . .	Nom.	Nom.
Baties . . . . .	\$12.00	\$11½-12
Batie types . . . . .	\$10.60	\$10.25
Addis-ababas . . . . .	\$9.00	Nom.
<b>AFRICANS</b>		
West Province		
ex. lts. . . . .	Nom.	48c
Port Elizabeth . . . . .	Nom.	46c
Nigerian, lbs. . . . .	\$1.10	\$1.08
Mombasas, dz. . . . .	\$9½-11	\$10.25

#### LATIN AMERICANS

##### Mexicans

Matanzas, etc.		
(flat) . . . . .	Nom.	45c

##### Venezuelans

Barquisimetos . . .	35c	33½c
Coros . . . . .	34c	34c
Maracaibos . . . . .	29c	Nom.

##### West Indies

Jamaicas . . . . .	Nom.	76c
Haitians . . . . .	44½c	44½-45c
San Domingos . . .	41c	Nom.

##### Brazils

Cearas . . . . .	88c	88c
Pernambucos . . . .	90c	90c

##### Argentines

Cordobas/		
Santiagos . . . . .	48c	48c

##### Peruvians

Paytas . . . . .	43-47c	47c
Ayacuchos . . . . .	47c	47c

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**T**HOUGH 1954 was far from being a spectacular year for the shoe and leather industry, it was also far from being a depressing one. Shoe production reached approximately 500 million pairs by the "old" figures, and 515-520 million according to the revised figures. This was slightly below the average per capita shoe consumption level of the past two-three years, but was a respectable mark, nevertheless.

**The chief feature** of shoe production was that a good share of 1954 suffered from a 1953 production hangover. Through the first half of 1953, shoe output was hitting high marks month after month. Then at mid-year the joyride was abruptly over, and output declined appreciably in the last half.

This relatively low-output level continued through the first seven-eight months of 1954. From June to August, shoe production finally climbed to where it was matching the corresponding months of the previous year. But it wasn't until September that the ice was broken—that a month finally surpassed output of the same month of 1953. In the last quarter a real comeback was made, giving a seriously needed lift to the year's total shoe output figures.

It was the now-old story of feast following famine, and vice versa, in the shoe and leather industry. Throughout the year, retailers were sloughing off excess fat piled on during an earlier period. Inventories at

the start of 1954 were admittedly heavy. Retailers were selling out of their own stocks and seeing little need, except in special instances, to re-order from factories.

While manufacturers justifiably urged retailers to stock fresh shoes and needed sizes to maintain or increase sales, retailers, with equal justification, pointed to heavy stocks on their shelves. They admitted the need for fresh goods, but it was obviously important to first rid shelves of existing goods to recoup invested cash.

**Thus 1954 could be called** the battle of the inventories. Buying was largely hand-to-mouth. In-stock business was often better than business stemming from new lines. However, retail stocks were gradually shaved down to levels which at the end of the year were in the vast majority of cases considered normal. In fact, at year's end a good number of stores, still thinking cautiously, were operating with admittedly below-normal stocks.

But at year's end most retailers were moving into the new year with definite buying plans, and with that all-important mood to buy emanating from confidence in business ahead. It was quite unlike the existing attitude at the end of 1953, when glut and anxiety were the predominating conditions.

Leather production and sales rode for the most part in the wake of the shoe industry: quiet business during the first three-quarters, then a real

upbeat in the last quarter. Tanners experienced the same hand-to-mouth buying by shoe manufacturers as the latter experienced from retailers. Some tanners were complaining the shoe manufacturers wanted them to carry the risk of inventories whereby the shoe producer could buy "from stock" as the retailer purchased from the shoe manufacturer's in-stock department. Most tanners so far, however, were resisting such demands.

Speculative leather buying, however, was reduced to one of the lowest levels in years. This was attributed to various factors such as a stabilized rawstock market; preference for the make-on-order (and buy for order only) policy. A good number of tanners and shoe manufacturers alike have felt that speculative leather buying, except for unusual conditions, have become a thing of the past.

**Much publicity and comment** was given to the hide markets, and particularly to the heavy cattle kill for the year. A record bovine slaughter (26 million cattle, 14 million calves and kips) was the figure set. Shoe and leather industry market analysts pointed to this "surplus" and foresaw a hide market which if not soft, at least would show little reason to rise in price. This, too, tended to reduce speculative buying.

Hide prices (light native cows) started the year around 14.5 cents, and finished at around 12 cents. This variance of 2.5 cents proved less of

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## GENERAL REVIEW

(Concluded from page 71)

a fluctuation than some industry executives expected against the heavy slaughters for the year. Hide prices held amazingly well in the face of these conditions.

One reason, of course, was that the U. S. had for the first time become a net exporter of hides, shipping some 4-5 million overseas for the year, with Japan, Great Britain, The Netherlands, Italy and Yugoslavia the big buyers. As it was, domestic hide consumption was fairly close to

hide production after exports were sliced off, leaving little domestic surplus.

During the year there was much intra-industry comment regarding U. S. hides being sold, directly or indirectly, to Iron Curtain countries. The government finally took the lid off, revealed that about \$1,000,000 in licenses had been issued for such shipments, though actual shipments amounted to about a third of that for the year.

The industry was pretty much divided on whether such shipments should or should not be sold to Soviet satellites. Though most of the oppo-

sition based its arguments on moral grounds—shipping goods to an enemy nation—there was an equal amount of willingness to sell to Iron Curtain nations. The manufacturers, tanners and hide men were about equally divided, each among their own group, on this issue.

**Big news for the shoe industry** was the new revised figures on shoe production, issued by the Census Bureau. These figures revealed an additional production of 10 to 25 million pairs of shoes, 1950 through 1953, not previously recorded, due chiefly to employment of an old method of sampling. A new shoe production record of 533 million pairs turned up for 1952, with 1953 close behind with 532 million pairs. The old figures were 508 and 501 million pairs, respectively.

The new figures showed the chief gains made mostly in women's shoes, primarily in playshoe types. The revised figures also brought about a revision in per capita consumption levels, which now stand at around 3.35 pairs, as compared with the old level of 3.15 pairs.

Shoe prices held fairly stable throughout the year. There was a slight reduction in average factory prices per pair as compared with 1953, but not enough to make a difference in retail prices. All throughout the industry—shoe producers, suppliers, tanners, retailers—the operations were cut pretty close to bone. Hence prices, just about down to marrow, had little room for further shaving.

Perhaps the most dramatic industry news of the year was the U. S. Supreme Court's decision against United Shoe Machinery Corp., upholding the lower court's ruling that United was a monopoly in violation of anti-trust laws. Thus came the close of a seven-year trial, and the first of several anti-trust suits brought by the government against United over the past several decades. But this is the first one lost by United.

In the light of fashions, perhaps the most spectacular development was the introduction of many new colors. And particularly in the men's and boys' fields, where pinks, helio greens and other "unorthodox" colors were finding a surprisingly good acceptance. Industry fashion analysts considered this the beginning of a "color revolution" in the footwear field, rather than a seasonal fad.

As a whole, however, it was a year of important happenings. The industry was counting heavily for 1955 to be a real payoff year.



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# Market Review of 1954

FOR the year 1954, the American leather and shoe industry's experience might be regarded as a gradual return to health and normalcy following an extended period of convalescence brought on by overindulgence. The latter, as usual, was brought on by producing more shoes than we were able to sell over a specified period.

The overindulgence began about mid-1952 and lasted well into 1953 at which time the nation's shoe retailers suddenly found their shelves uncomfortably loaded and their sales declining rapidly. Result: a quick tapering off of retailer buying and a letdown in production which held 1953 output below the record level promised earlier.

The first six months of 1954 were spent largely in bringing production and sales onto a more even keel. Month after month saw shoe output lagging behind comparable 1953 periods while retailers sought to unload their overstocks. It wasn't until August that the deed was accomplished and shoe manufacturers, encouraged by new orders, began operating again near capacity.

Fall and winter to date have seen an optimistic though far from headlong revival. Over the past five months, production figures have outstripped last year's returns, retailers have again indicated an "open to buy" position, and the industry as a whole appears set for another good year.

One of the year's more notable events was the Census Bureau's discovery, with the help of leading shoe manufacturers, of some 30 million "lost" pairs of shoes which weren't included in its 1953 totals. This brought 1953 total output to 532 million pairs instead of the 501.7 million pairs officially listed.

The revision also showed that in the first 10 months of this year we produced 437.8 million pairs as compared with the 455.4 million reported (new figures) in the same 1953 period. With factory operations still picking up in Nov. and Dec., it is a foregone conclusion that total revised output for 1954 will approximate 520

(Continued on page 74)

## MONTHLY LEATHER PRICES: 1954

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Calf (Men's HM) .	73-1.05	73-1.05	73-1.05	73-1.05	67-1.02	67-1.06	67-1.06	67-1.06	63-1.04	58-99	58-99	58-99
Calf (Women's) . . .	58-98	58-98	58-98	58-98	57-97	59-1.00	59-1.00	58-97	56-95	53-93	53-93	53-93
Calf Suede . . . . .	60-1.00	60-1.00	60-1.00	60-1.00	60-1.00	75-1.15	75-1.15	75-1.15	75-1.10	70-1.00	70-1.00	70-1.00
Kid (Black Glazed)	55-90	55-90	55-90	55-90	55-90	55-90	55-90	55-90	55-90	55-90	55-90	55-90
Kid Suede . . . . .	48-91	48-90	48-90	48-90	45-90	45-90	45-95	45-95	45-95	45-95	40-90	40-90
Patent (Extremes)	53-58	52-57	52-57	50-56	50-56	52-58	54-62	54-62	54-62	54-62	46-56	46-56
Sheep (Russet Linings)	15-25	15-25	15-25	15-23	15-23	15-23	15-23	15-23	15-23	15-23	15-23	15-23
Kips (Combination) .	50-54	50-54	50-54	50-54	47-51	48-52	48-52	48-52	47-51	45-50	45-50	45-50
Extremes (Combination) .	44-50	44-50	44-50	44-50	44-49	44-49	44-49	44-49	44-49	43-48	43-48	43-48
Work Elk (Corrected) . . .	36-40	36-40	34-38	32-36	30-34	34-38	34-38	34-38	34-38	31-35	31-35	31-35
Sole (Light Bends)	64-68	64-68	64-68	64-68	64-68	64-68	64-68	64-68	64-68	62-64	61-63	61-63
Bellies . . . . .	26-29	26-29	27-29	27-29	26-28	27-29	26-28	26-28	26-28	25-26	24-25	25-27
Shoulders (Double Rough)	48-51	44-50	44-50	44-48	44-48	44-48	44-48	44-48	44-48	42-46	40-44	42-46
Splits (Lt. Suede)	30-35	30-35	30-35	30-35	30-35	32-40	32-40	32-38	32-38	32-38	30-36	30-36
Splits (Fin. Lin.)	17-22	17-21	17-20	17-20	17-20	17-22	17-22	17-22	17-22	17-22	17-22	17-22

## MARKET REVIEW

(Continued from page 73)

million pairs, only 12 million pairs below sizzling 1953.

Saleswise, neither shoe manufacturers nor tanners have suffered too greatly in volume or units sold during the past year. In fact, both independent shoe retailers and shoe chains will probably show sales increases over last year with the former about three percent to the good and the latter a bit over one percent better. Profitwise, the statistics are less encouraging since prices were equal or lower than 1953 while costs were still on the upgrade.

Notable throughout the year was the remarkable stability of prices at almost all levels. In hides and skins,

the lows, recorded at the tail end of Dec., were still less than five cents below the highs. Light native cows, the bellwether, reached an average high of 16.04 cents in May. On Dec. 15 they were listed at 11.50 cents, averaging 11.75 throughout the first half of the month.

Even packer calfskins, which started the year averaging 41.37 cents in Jan. and reached a high of 44 cents (average) in May, 1954's strongest month, were averaging 35 cents by mid-Dec.

Again, one of the biggest factors contributing to rawstock price stability was a record export rate which totaled well over four million pieces. This did much to prevent any surplus accumulation of hides despite a

record slaughter of 40 million hides and skins (26 million cattlehides and 14 million calf and kip).

Leather prices naturally kept pace with rawstock, showing surprisingly small variation throughout the year. However, tanners were often hard put to make ends meet as shoe manufacturers kept their leather buying as close to the vest as possible, ordering generally for need only.

An example of how little leather prices varied over the year can be seen in the fact that combination-tanned kip leathers sold for 54c and down early in Jan., were listed at 53c and down in mid-June, and in mid-Dec., were still bringing 50c and down. Similarly, combination-tanned extremes brought 50c and

## YEAR 1954 — AVERAGE PRICES

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>GOATSKINS</b>												
<b>INDIA &amp; PAKISTAN (dz.)</b>												
Amritsars (1200 lbs.)	\$9.00	\$9.25	\$9.50	\$9.25	\$9.75	\$9.50	\$8.75	\$8.50	\$8.75	\$9.00	\$9.00	\$9.25
<b>MOCHAS</b>												
Berberahs (dz.)	8.50	8.50	8.75	8.75	Nom.	9.25	8.50	8.50	Nom.	Nom.	Nom.	9.25
Battis (dz.)	10.75	11.25	11.25	11.00	11.25	11.75	11.75	11.25	11.25	11.50	11.75	11.75
Batti Types (dz.)	9.75	10.00	10.00	9.50	9.75	10.25	10.00	10.00	9.50	9.75	10.00	10.25
<b>AFRICANS</b>												
Nigerians (lb.)	1.03	1.05	1.06	1.04	1.06 1/2	1.08	1.07 1/2	1.05	1.06	1.06	1.06	1.05
Mombasas (dz.)	9.75	10.00	10.00	9.75	10.00	10.50	11.00	10.50	10.50	10.25	10.25	10.00
<b>LATIN AMERICANS</b>												
Barquismetos (lb.) c&f	\$ .40	\$ .40	\$ .39 1/2	\$ .39	\$ .39	Nom.	Nom.	Nom.	Nom.	\$ .33 1/2	\$ .33 1/2	\$ .33 1/2
Haitiens (lb.) c&f	.44	.44	.44	.42	.39	.39	.39	.40	.42	.43	.43 1/2	.44 1/2
Paytas (lb.) c&f	.45	.45	.45	.44 1/2	.45 1/2	.45 1/2	.46	.45	.46	.45 1/2	.46	.47
Brazil (Pernambuco) (lb.) fob	.89	.85	.85	.86	.88	.88	.89	.90	.90	.90	.90	.90
<b>PICKLED SKINS</b>												
N.Y.C. Lambs (dz.)	\$10.50	\$10.00	\$10.00	\$9.50	\$12.00	\$13.00	\$11.00	\$9.75	\$9.50	\$7.50	\$7.00	\$7.00
<b>New Zealand Sheep</b>												
North Island (dz.)	Nom.	126 sh.	123 sh.	123 sh.	Nom.	Nom.	Nom.	Nom.	Nom.	Nom.	Nom.	87/6 sh.
South Island (dz.)	80 sh.	100 sh.	121 sh.	122 sh.	123/6 sh.	Nom.	Nom.	Nom.	Nom.	Nom.	Nom.	Nom.
<b>New Zealand Lambs</b>												
North Island (dz.)	85 sh.	91 sh.	88 sh.	80 sh.	75 sh.	75 sh.	75 sh.	Nom.	Nom.	Nom.	41/6 sh.	47 sh.
South Island (dz.)	85 sh.	92/6 sh.	94 sh.	85 sh.	85 sh.	86 sh.	70/6 sh.	Nom.	Nom.	Nom.	Nom.	42 sh.
<b>DRY SHEEPSKINS (dz. fob)</b>												
Brazil Cabrettas	\$12.50	\$12.50	\$12.75	\$12.75	\$12.50	\$13.00	\$12.50	\$12.25	\$12.50	\$12.50	\$13.00	\$13.50
<b>REPTILES</b>												
<b>Madras bark tanned whips, 4" up, avg.</b>												
4 1/2", 70/30 select.	\$ .44	\$ .40	\$ .38	\$ .32	\$ .30	\$ .30	\$ .33	\$ .33	\$ .32	\$ .30	\$ .28	\$ .29
<b>Wet salted Agra back cut liz'ds, 9" up, avg.</b>												
10", 80/20 selection	.23	.22	.21	.20	.23	.24	.25	.25	.24	.27	.28	.30
<b>Brazil back cut tejus (fob)</b>												
	.60	.65	.70	.75	.78	.77	.80	.76	.76	.70	.74	Nom.
<b>DEERSKINS</b>												
Brazil 'Jacks' (fob)	\$ .54	\$ .54	\$ .51	\$ .52	\$ .55	\$ .57	\$ .59	\$ .62	\$ .63	\$ .64	\$ .67	\$ .70
<b>PIGSKINS</b>												
Manaos greys (fob)	\$2.00	\$1.85	\$1.85	\$1.90	\$1.92 1/2	\$1.95	\$1.90	\$1.90	Nom.	Nom.	\$1.80	\$1.85
Para greys (fob)	1.60	1.50	1.55	1.60	1.67 1/2	1.70	1.65	1.60	1.50	1.50	1.55	1.60

## AVERAGE MONTHLY HIDE AND SKIN PRICES: 1954

Months	Light Native Steers	Heavy Native Steers	Ex. Light Native Steers	Heavy Native Cows	Light Native Cows	Heavy Texas Steers	Light Texas Steers	Ex. Light Texas Steers	Butt Branded Steers	Colorado Steers	Branded Cows	Native Bulls	Packer Calfskins	Packer Kipskins	Trimmed Northern Hides
Jan.	14.52	11.62	16.70	12.05	14.66	9.90	12.20	14.77	9.90	9.40	11.06	10.10	41.37	27.67	9.65
Feb.	14.08	10.88	16.31	11.68	14.32	9.25	11.50	14.32	9.25	8.75	10.90	10.12	41.04	28.06	9.47
March	14.41	10.66	16.25	11.75	14.04	9.50	11.98	13.63	9.50	9.00	10.64	10.54	40.00	26.32	9.40
April	14.43	11.01	16.49	12.12	14.44	10.10	12.10	13.74	10.10	9.58	11.48	10.71	40.00	25.67	9.56
May	15.03	12.23	17.65	14.44	16.04	10.68	12.73	15.13	10.68	10.18	12.69	10.70	44.00	29.70	9.75
June	14.68	11.86	18.52	14.15	16.02	10.23	12.05	13.56	10.23	9.73	12.40	9.89	43.98	29.45	9.35
July	15.05	12.25	19.02	13.90	15.60	10.19	12.50	14.00	10.19	9.69	11.99	9.75	42.20	25.17	8.87
August	14.36	12.75	18.65	13.28	14.08	10.23	11.85	13.50	10.23	9.73	11.43	8.87	38.81	23.48	8.20
Sept.	13.51	12.64	18.35	12.11	13.31	9.96	11.24	13.24	9.96	9.46	10.84	8.25	32.74	22.93	7.38
Oct.	13.38	11.94	19.10	11.63	12.89	9.73	10.78	14.33	9.73	9.23	10.13	8.44	35.00	22.40	6.59
Nov.	13.85	11.78	19.13	11.78	13.39	10.25	11.56	14.59	10.25	9.75	10.38	8.64	37.38	23.43	6.49
Dec. 15	12.25	9.75	16.25	9.75	11.75	8.50	10.25	13.25	8.50	8.00	8.75	8.00	35.00	23.50	7.25

down in Jan., the same price in mid-June and 48c and down in Dec.

Sole leather light bends were selling for 64-68c in Jan., the exact same range in June and showed a decline of some five cents by Dec. However, bellies, which sold for 27-29c in Jan., brought 25-27c this past month.

With leather prices holding the line, shoe manufacturers were practically forced to do likewise with their own factory lists despite increased

overhead and labor costs. Most shoemen absorbed whatever higher costs they incurred rather than pass them along to retailers who were having troubles enough.

Once the first seven months of 1954 were a matter of record, the general tone improved perceptibly. The shoe shows, unimportant in themselves for actual sales, nevertheless pointed up a growing feeling of optimism within the trade. Retailers

and chains which had prolonged crying jags early in the year unbent long enough to admit that things wouldn't be so bad in 1955. By the time of the Popular Price Shoe Show in New York, everybody in the trade was pretty well agreed that the drought was over.

Significantly, optimism was based not upon hopes but actual commitments. Retailers were quick to ad-

(Concluded on Page 76)

## AVERAGE WHOLESALE PRICE INDEXES 1952 to Oct. 1954

(1947-49 = 100)

	1954										1953	1952
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Avg.	Avg.
<b>HIDES, SKINS &amp; LEATHER PRODUCTS</b>	95.3	94.9	94.7	94.6	96.0	95.6	94.9	94.0	93.0	92.3	98.5	97.2
<b>HIDES &amp; SKINS</b> .....	56.8	55.4	56.0	56.5	62.5	60.6	58.2	55.8	51.5	49.2	68.3	63.0
Cattlehides .....	47.7	43.2	44.7	45.8	52.3	49.2	49.2	49.4	44.7	42.4	58.2	59.3
Calfskins .....	63.0	63.0	61.6	61.6	71.7	68.4	63.0	55.8	48.2	52.0	76.6	60.1
Kipskins .....	66.8	62.0	63.3	62.4	69.0	69.9	58.4	53.1	54.0	52.2	79.2	75.9
Goatskins .....	70.3	76.3	77.8	79.4	80.1	80.1	76.2	73.9	75.7	75.7	68.2	63.7
Sheep & Lamb. ....	90.7	100.3	97.6	93.4	94.6	101.0	91.4	81.1	74.8	60.1	121.1	88.3
<b>LEATHER</b> .....	88.1	87.4	86.3	86.0	87.6	87.4	86.5	84.4	82.9	82.1	93.4	89.4
Cattlehides .....	83.9	83.6	82.0	81.6	83.5	83.3	81.9	79.4	78.3	77.8	90.5	88.4
Calf .....	89.0	85.8	85.9	86.9	89.0	89.3	89.3	86.3	82.1	78.1	93.4	79.8
Sheep & Lamb. ....	103.1	103.1	102.4	101.2	102.4	101.2	101.2	99.7	97.0	95.6	107.1	95.0
Kid .....	95.6	94.6	94.6	94.6	94.6	94.6	94.6	94.6	94.0	94.0	96.8	96.5
<b>FOOTWEAR</b> .....	111.9	111.9	111.9	111.9	111.9	111.9	111.8	111.8	111.8	111.8	111.8	112.4
Men's & Boys' .....	110.8	110.8	110.8	110.7	110.7	110.6	110.6	110.6	110.6	110.6	110.8	112.0
Women's, Misses' .....	113.4	113.4	113.4	113.4	113.4	113.4	113.4	113.4	113.4	113.4	113.2	113.5
Children's & Infants' ..	106.0	106.0	106.0	106.0	106.5	106.5	106.5	106.5	106.5	106.5	106.1	105.9
<b>OTHER LEATHER PRODUCTS</b> .....	98.1	98.0	97.6	97.4	97.5	97.5	97.0	96.7	96.5	96.1	99.3	100.8

Source: Bureau of Labor Statistics, U. S. Dept. of Labor

Wholesale prices of hides, skins and leather continued their downward trend although shoe prices held firm.

Prices of hides and skins in 1953 averaged 32 percent below the 1947-49 index. By October 1954 they were 51 percent below.

Leather prices in 1953 averaged 6.6 percent below the 1947-49 index and by October they were 18 percent under showing a steady decline during the year.

Shoe prices remained approximately 12 percent above the 1947-49 index.

## 1950-1953 SHOE PRODUCTION

(Revised Figures)

PRODUCTION <sup>1</sup> (Thousands of Pairs)	1953	1952	1951	1950	Jan.-Oct. 1954
Men's .....	100,735	103,859	107,069	103,361	77,675
Youths' & Boys' ..	18,134	18,746	14,632	16,721	16,435
Women's .....	237,872	247,199	214,075	236,059	209,292
Misses' .....	38,571	34,840	29,544	32,706	30,230
Children's .....	32,874	32,144	27,306	29,173	25,588
Infants' .....	25,235	23,654	22,143	24,747	29,740
Babies' .....	12,637	13,062	11,999	13,844	...
Athletic .....	3,309	2,735	2,767	3,644	2,812
Slippers .....	59,670	52,845	48,640	58,026	44,171
Others .....	2,994	4,078	3,755	4,251	2,258
<b>TOTAL</b> .....	<b>532,031</b>	<b>533,162</b>	<b>481,930</b>	<b>522,532</b>	<b>438,201</b>
Military <sup>2</sup> .....	3,607	6,788	19,748	...	...
<b>SHIPMENTS</b> .....	<b>529,161</b>	<b>534,965</b>	<b>484,684</b>	<b>518,849</b>	<b>444,201</b>
<b>VALUE</b> .....	<b>\$1,909,335</b>	<b>\$1,906,020</b>	<b>\$1,921,889</b>	<b>\$1,785,360</b>	<b>\$1,579,359</b>
<b>AVERAGE FACTORY VALUE</b> .....	<b>\$3.61</b>	<b>\$3.56</b>	<b>\$3.97</b>	<b>\$3.44</b>	<b>\$3.56</b>
<b>PER CAPITA PRODUCTION</b> ..	<b>3.33</b>	<b>3.40</b>	<b>3.12</b>	<b>3.44</b>	<b>...</b>
<b>PERCENT OF:</b>					
Leather Soles ...	40	42	44	51	37
Non-Leather Soles	60	58	56	49	63
Leather Uppers .	81	81	82	84	81
Part-Lea. Uppers	7	6	5	3	6
Non-Lea. Uppers .	12	13	13	13	13

<sup>1</sup> Excludes Rubber Footwear.

<sup>2</sup> Included in Total Production.

Source: Compiled by LEATHER AND SHOES based on Bureau of the Census Data.

## Data on Revised 1953 SHOE PRODUCTION

(Revised Figures)

Kind	Production (1,000 Pairs)	Production Percent of Total Production	Percent of Leather Soles	Percent of Non-Leather Soles
Men's .....	100,735	18.9	47	53
Youths' & Boys' .....	18,134	3.4	6	94
Women's .....	237,872	44.7	41	59
Misses' .....	38,571	7.3	17	83
Children's .....	32,874	6.2	27	73
Infants' .....	25,235	4.7	63	37
Babies' .....	12,637	2.4	80	20
Athletic .....	3,309	.6	84	16
Slippers .....	59,670	11.2	39	61
Others .....	2,994	.6	75	25
<b>TOTAL</b> .....	<b>532,031</b>	<b>100.0</b>	<b>40</b>	<b>60</b>

## 1953 SHIPMENTS OF SHOES, BY STATES

	Rank	Pairs	Value	Avg. Price Per Pair
Massachusetts .....	1	95,140	\$ 338,376	\$3.56
Missouri .....	2	60,728	276,393	4.55
New York .....	3	82,397	244,997	2.97
Pennsylvania .....	4	56,001	147,318	2.63
Illinois .....	5	30,145	145,545	4.83
New Hampshire .....	6	40,604	143,773	3.54
Maine .....	7	42,146	135,471	3.21
Wisconsin .....	8	16,887	97,744	5.79
Tennessee .....	9	21,446	20,892	4.24
Ohio .....	10	18,007	83,429	4.63
Other States .....		65,660	205,397	3.13
<b>TOTALS</b> .....		<b>529,161</b>	<b>\$1,909,335</b>	<b>\$3.61</b>

NOTE: "Rank" is based on dollar sales, "Pairs" are in thousands, "Value" is in thousands of dollars.

Source: Compiled by LEATHER AND SHOES based on Bureau of the Census Data.

## MARKET REVIEW

(Concluded from page 75)

mit that they expect a healthy business during at least the first half of 1955. Tempering this spirit was their determination to retain an open-to-buy position as long as possible. The latter intention was due less to a feeling of caution than to the resurgence of an oft-revived but much-abused factor in shoe sales—fashion and styling.

For 1954, whatever its shortcomings, bids fair to be remembered as the year in which fashion really came into its own within the shoe industry. New colors, new lines, many of them radical departures from the past, were born and brought well out of the adolescent stage within a short period of several months. The simple fact that retailers could not yet be sure which would be the big selling fashions led them to reserve a good part of their buying budgets as long as possible.

In women's shoes, backless, strapless, featherweight shoes, all featuring extreme flexibility and a variety of colors and finishes, took over the field. In some ways "radical," it was nonetheless a logical offshoot of recent trends in the women's shoe field. What proved truly startling was the almost overnight change in men's styling. The new popularity of darker tones—charcoal black and charcoal brown—which broke out in men's apparel, was combined with the Continental influence to bring forth the "low look" in men's shoes.

So rapidly did this revolution in men's styling take hold, that by year's end, leading men's shoe manufacturers were freely predicting that the new look would be found on at least 50 percent of men's shoes made in 1955. By 1956, they added, this might well be 75 percent.

Still another influence—one not yet fully reckoned with at the manufacturing level but becoming more and more important to the retailer—is the blossoming forth of new suburban shopping centers. The stampede of America's young families to out-of-the-city homes and the new leisuretime activities that go with suburban living have opened an entire new market to the nation's apparel manufacturers. Shoe chains are already opening branches in these new centers, planning many more. Independents are eyeing the trend. The next year may see suburbia taking its place in shoe manufacturers' plans.



# GENERAL NEWS

## A

Industry's ADVERTISING expenditures Follow National Avg.—Sept. 11-14  
 AGNEW-SURPASS Net Sales Down—Aug. 28-13  
 Reserman of AJAX MCH. Co. to Tour Europe—Apr. 10-15  
 ALCA Offers \$1,000 for Int'l. Chemists Meeting—Dec. 4-19  
 ALLIED KID Co. Profits Show Decline—Feb. 20-77  
 ALLIED KID Spring Preview—June 19-48  
 ALLIED KID Net Profits Decline—Aug. 14-16  
 ALLIED KID Earnings Off—Sept. 18-17  
 ALLIED MARKER Moves—Dec. 18-14  
 ALLIED SHOE PRODUCTS SHOW Exhibitors—Feb. 20-120  
 ALLIED SHOE PRODUCTS SHOW Brings Better Business—Mar. 6-11  
 ALLIED SHOE PRODUCTS SHOW Exhibitors—Aug. 21-130  
 ALLIED SHOE SHOW Report—Sept. 4-12  
 ALTOONA SHOE Begins Operations at New Plant—Jan. 23-24  
 ALUM RETAINED INSOLES Last 70% Longer—Oct. 9-40  
 New Shoe Firm Launched, AMALFI ORIGINALS—Oct. 30-18  
 Jos. J. Gili Joins Wm. AMER Co.—Aug. 21-84  
 AMERICAN CYANAMID Co. Sales Up—Feb. 27-17  
 AMERICAN CYANAMID Co. Earnings Decline—July 31-20  
 AMERICAN HIDE Reports Net Loss First 9 Mos.—May 1-31  
 Rowan Asst. Sales Mgr. at AMERICAN HIDE—July 24-13  
 AMERICAN HIDE Appoints Fashion Consultant—July 24-16  
 Danner Resigns from AMERICAN HIDE—Aug. 7-17  
 Douthitt Elected Chairman of AMERICAN HIDE—Aug. 14-18  
 AMERICAN HIDE Shows its New Loomed Lea—Aug. 21-82  
 AMERICAN HIDE & Lea. Co.'s Net Sales Down—Aug. 28-22  
 Morris Joffe Elected Dir. of AMERICAN HIDE—Oct. 30-27  
 AMERICAN COE Denies Merger Plans—Nov. 20-46  
 ANGLER PRODUCTS Opens Western Plant—Dec. 18-15  
 Practical Tanning Highlighted at ALCA Meeting—Mar. 6-29  
 ALCA Opens Exhibit Space at Meeting—Mar. 27-23  
 Phelps to Speak at ALCA Banquet—Apr. 24-30  
 ALCA Announces Convention Program—May 22-31  
 ALCA Meeting to Feature Research Symposium—May 29-16  
 Ed Flinn Elected Pres. of ALCA—June 12-15  
 ALCA CONVENTION Number—June 19  
 ALCA Convention Report—June 19-17  
 Glass' Speech at ALCA Convention—June 19-24  
 ALCA Abstracts of Technical Papers—June 19-68, 70, 72 & 73  
 ALCA Conv. Sidelights—June 19-83  
 AMERICAN THREAD Issues "Report to Employees"—June 19-36  
 ANDREWS-ALDERFER Expands—Jan. 2-24  
 Jos. P. Madden Joins ANTARA CHEMS.—Sept. 18-18  
 Urge ANTI-RED Oaths for All Union Members—Nov. 20-59  
 ARCHIE KAPLAN LEA. Moves to Larger Quarters—Dec. 18-15  
 ARMED FORCES Allow Women Shoe Allowance—July 17-19  
 Col. Wentworth Retired from ARMOUR & CO.—Sept. 4-18  
 ARMOUR & CO. Offers Stock Plan—Nov. 13-15  
 ARMSTRONG COE'S Net Income Up in '53—Mar. 13-12  
 D. ARMSTRONG SHOE Co. Returns to Rochester, N. Y.—May 22-33  
 ARMY Denies Appeal for Smaller Firms—Dec. 4-12  
 ARMY Denies Leather Advisory Groups—Apr. 3-16  
 ARMY Urged to Relocate Ft. Branch in Boston—May 29-20  
 Shift of ARMY QM to Phila. Halted Temporarily—June 12-12  
 ARMY May Favor Chrome-Tanned Uppers—July 31-11  
 ARMY Authorizes Black Shoes with Green Uniforms—Sept. 11-14  
 ARMY QM Corps Adopts New Test Procedure—Oct. 23-24  
 ARMY QM Stands By Phila. Move—June 5-16  
 New AP Booklet "Know Power in Action"—June 19-56  
 ASSOC. SHOE EXECS. OF ME. Formed—May 29-19  
 Shoes Hold Answer to ATHLETE'S FOOT—Nov. 6-60  
 Robt. J. Holmes Forms AUBURN LAST CO.—July 24-11  
 AUBURN LAST CO. Opens in Auburn, Me.—Aug. 28-25  
 AUBURN RUBBER Buys Midcontinent Rubber Divn.—Jan. 16-33

## B

BALI FTWR. INC. Closes—July 17-13  
 BALTIMORE Wholesalers and Mfrs. Launch "Shoe Market Day"—Mar. 20-17  
 Date Set for BALTIMORE SHOE SHOW—June 12-11  
 Mason Elected Dir. of BARBOUR WELTING CO.—Feb. 27-12  
 BARBOUR WELTING CO. Elects—Apr. 3-16  
 Robt. O. BARDON Co. Moves—July 3-26  
 "BAREFOOT CONTERSA" Million-dollar Shoe Collection—Sept. 25-53  
 John W. Feeley Joins BARKEY IMP. CO.—May 8-29  
 Hurricane Damages BAY STATE Shoe Plants—Sept. 4-21  
 Effect of BEAMHOUSE TREATMENT on the Swelling of Skin, By Robt. Stubbings—Jan. 23-12  
 Worrell Appointed Vice-Pres. of The BEARFOOT Airway Corp.—Feb. 13-15  
 Wong Appointed by BEARFOOT SOLE—July 3-20  
 A. S. BECK Looks for Increased Sales—Mar. 13-16  
 BECKERMAN Buys Lasts, Dies and Patterns of Superior Shoe—Mar. 27-10  
 BECKWITH MFG. CO. Marks 50th Anniv.—Oct. 30-18  
 Nick BEUCHER Urges Better Hide Takeoff—Nov. 6-56  
 BISSSELL LEA. Co. to Close—Oct. 9-21  
 BLACKFORD'S Speech on New Faster Tanning Techniques—Nov. 6-39  
 BONDED FIBERS Appoint Rossi—Oct. 9-16  
 Jas. Davidson Appointed by BONDED FIBERS—Oct. 16-83  
 Geo. W. BORG CORP. Profits at New High—Oct. 9-24  
 BOSTON ARTERY Change to Spare South Street—Sept. 25-68  
 BOSTON BOOT & SHOE CLUB to Meet—Mar. 6-29  
 BOSTON BOOT & SHOE CLUB Annual Golf Tournament—Apr. 3-20  
 BOSTON BOOT & SHOE CLUB Tournament—May 29-20  
 Hamel Heads BOSTON BOOT & SHOE CLUB—Oct. 23-12

Flack to Speak at BOSTON CLUB Meeting—Nov. 13-13  
 BOSTON CLUB to Hold Christmas Party—Dec. 11-17  
 BOSTON CLUB Stages St. Patrick's Celebration—Mar. 13-29  
 BOSTON SHOE CLUB Sets Sports Night—Apr. 3-18  
 BOSTON SHOE CLUB Hears Terry Brennan—Apr. 17-26  
 BOSTON SHOE SHOW Will Tell Story for Fall—Mar. 20-15  
 BOSTON SHOE SHOW Points to Good Year Ahead—Apr. 10-22  
 BOSTON SHOE SHOW Lifts Lid for Spring—Oct. 9-15  
 BOSTON SHOEMEN Urge South St. Be Kept Open—Mar. 13-29  
 Date Set for BOSTON'S Shoe Market Week—July 17-17  
 BOSTON'S Spring Market Week Opens Oct. 2—Sept. 18-12  
 BOSTON'S SHOE MARKET WEEK Set for Apr. 1-8—Jan. 9-13  
 B. C. BOWEN Resigns from "Boot & Shoe Recorder"—Mar. 27-17  
 BRAND NAME "Oscar" to Hirschler—May 1-16  
 BRAND NAME Retailer-of-the-Year Awards—Sept. 11-32  
 BRAND NAMES Day Apr. 13—Nov. 6-95  
 BRENNAN SHOE CO. to Move—Jan. 23-44  
 Cohen, Pres. of BREZNER DIVN. of Allied—July 3-11  
 BRIGHTMAN LEA. CO. Tannery Shut Down—Feb. 6-56  
 BROCKTON Leads Drive for Military Shoe Orders—Oct. 9-21  
 BROWN CO., Berlin, N. H. Net Profits Down—Mar. 20-15  
 BROWN CO. Net Sales Down—July 24-15  
 BROWN CO. Asks Backing on Canadian Sale—Nov. 20-57  
 BROWN-REGAL Merger Still Pending—Apr. 3-20  
 Stockholders to Vote on BROWN-REGAL Merger—Sept. 18-14  
 Whitehead New Vice-Pres. of BROWN SHOE—Dec. 11-12  
 BROWN SHOE to Close a St. Louis Plant—Feb. 20-73  
 BROWN SHOE to Feature Bonwells—Apr. 24-26  
 BROWN SHOE Surveys Retailer Profits—May 8-12  
 BROWN SHOE Featured in Ladies' Home Journal Ad Series—June 5-18  
 BROWN SHOE Buys More Regal Stock—June 12-22  
 Barber to Join BROWN SHOE—July 17-19  
 BROWN SHOE Sales Even With '53—Aug. 28-21  
 BROWN SHOE Expands Sales Divn.—Oct. 9-16  
 BROWN SHOE Launches Sales Program for Spring—Oct. 16-81  
 BROWN SHOE Spring Shoe Prices Unchanged—Oct. 23-15  
 BROWN SHOE Co. Earnings Rise—Oct. 23-17  
 Griffin Elected Sec'y of BROWN SHOE—Nov. 13-19  
 BROWN SHOE CO. Constructs New Plant—Aug. 14-32  
 Hinman Retires from LANE BRYANT—July 24-12  
 BL8 Study Shows Family Shoe Buying Habits—Jan. 23-44  
 BUREAU OF SALESMEN Favor Tax Deductions—Mar. 20-22  
 John A. BUSH Receives Horatio Alger Award—May 15-11  
 BUSINESS Sees Upturn for 1st Quarter '55—Nov. 13-19

## C

CALF Range Widens—Apr. 17-23  
 Two CALIF. FIRMS Lose to Shoe Union—May 15-17  
 Calif. Tanners form CALIF. TANNERS ASSN.—June 26-25  
 CALIF. TANNERS ASSN. Inaugurates Research—July 24-15  
 CAMDEN TANNING Corp. Opens—July 17-17  
 CAMILLE Offers New Designs—Apr. 24-38  
 CANAIGRE Not Yet "Acceptable"—Dec. 4-11  
 Boston Trade Joins Drive for CANCER RESEARCH—Sept. 11-34  
 Stollmack Named Pres. of CARLISLE SHOE—Nov. 20-45  
 New-Type Swatchbook by CARR LEA.—Aug. 28-14  
 CPBLA Annual Golf Tournament Scheduled—Mar. 27-23  
 CHASE LEA. Consolidates with Shingle Lea.—Dec. 11-16  
 CPBLA Date Set for Spring Outing—May 22-31  
 CPBLA Banquet—Sept. 4-14  
 CPBLA Hold 17th Annual Banquet—Nov. 13-18  
 CHAMPION SHOE MCHY. May Sell Out—July 10-10  
 CHILD'S FOOT with Eight Toes—July 10-12  
 CINCINNATI Annual Golf Outing—July 3-9  
 CINC. SHOE & LEA. CLUB Outing Set—Apr. 24-27  
 CITY COLLEGE Sets Shoe Training Courses—Jan. 30-30  
 Spring Ftwr. COLOR FORECASTS—July 10-16, 17  
 Revise Names for Fall and Winter Ftwr. COLORS—Jan. 9-13  
 Women's Fall Shoe COLORS—Apr. 17-55  
 COMET CHEM. Opens Branch in Puerto Rico—Nov. 6-53  
 COMMERCE DEPT., Shoe Divn. Wants Staff of 10—Mar. 13-10  
 Shoe Workers Get COMMIE Propaganda—Aug. 7-30  
 Brownell Asks Ban on COMMIE UNIONS—May 15-12  
 COMMONWEALTH SHOE Plant Moves—July 3-20  
 COMMONWEALTH SHOE & LEA. Co. Move in Oming?—Apr. 3-27  
 Is Your Organization COMPETITIVE? Asks Brauer—Sept. 4-18  
 Dacey Elected Vice-Pres. of COMPO—Apr. 3-26  
 Lee L. Blyler Resigns from COMPO—Sept. 4-19  
 COMPO Sales Distr. for Norton Co.—Dec. 4-19  
 COMPO Gets Behr-Manning Line—Dec. 11-23  
 COMPO Promotes Mason—Sept. 11-24  
 COMPO to Enter Shoe Supplies Field—Sept. 18-23  
 COMPO to Make English Mchty.—Oct. 23-12  
 Blyler Resigns from COMPO CHEM. CORP.—July 17-23  
 COMPO SHOE MCHY. Sales Up, Net Down—May 8-13  
 COMPO SHOE MCHY. Corp. Issues Stock—Nov. 6-57  
 CIO Tops IFLWU at Ashland, Ky. Plant—May 29-21  
 CIO and AFL Unions Deny Merger Accord—Aug. 28-16  
 CONMAR PRODUCTS CORP. Expands—July 24-14  
 CONSOLIDATED NAT'L Purchases Mill—Oct. 30-27  
 COOMBS Receives Meritorious Award—July 10-27  
 COONEY Wins Trophy at Boston Tournament—June 12-15  
 Vern Powers Joins CORCORAN SHOE—July 10-9  
 New COST ACCOUNTING Methods for Retailers—Dec. 4-19  
 COST ACCOUNTANTS to Meet—Sept. 11-37  
 Determining COSTS According to Shoe Style—May 29-27  
 New CREST Strap Lea. Plant—Mar. 20-16  
 Frank CRYSTAL Honored—Oct. 30-12  
 Frank CRYSTAL Reflects a Lifetime in Tanning—Nov. 6-46  
 100 Lea. Men Honor Frank CRYSTAL—Nov. 6-47  
 COX LEA. May Move Out of Mass.—Dec. 4-10  
 CUDAHY Reports Quarterly Profit—Feb. 27-19  
 CUDAHY PACKING Closes Four Plants—Oct. 2-19  
 CULVER MFG. and A. S. Kreider Shoe Co. Merge—Sept. 11-24  
 CULVER MFG. Co. Expands Lines—Oct. 30-19  
 Real Estate and Equip. of CURTIS SHOE CO., Marlboro, Mass., Sold—Jan. 30-19  
 T. H. Embry, Pres. of CURTIS-STEPHENS-EMBRY Co., to Retire—Apr. 24-31



## D

DAVIS BOX TOE Changes St. Louis Rep.—June 19—82  
Martin Elected Pres. of DELA. VALLEY Tanners Mar.—27—17  
DELPH-REED Deal Startles Hidermen—Jan. 2—14  
DEPT. OF COMMERCE May Enlarge Staff—July 24—16  
W. R. Grace Co. to Merge with DEWEY & ALMY—July 31—16  
DIAL SHOE Co. Acquires 9 Wyman Shoe Stores—Aug. 7—23  
DIAMOND ALKALI Spotlights Chrome Tng. Research—Jan. 30—15  
DIAMOND ALKALI Sales Reach Record High—Feb. 27—26  
DIAMOND ALKALI Increases Price on Cautic Soda—June 12—23  
Geo. Bieger Joins DIAMOND ALKALI—Aug. 21—84  
DIAMOND ALKALI Sales and Earnings Up—Oct. 30—14  
Ground-Breaking Ceremonies for DIANE FTWR. New Plant—Jan. 23—25  
DICTER'S REPORT on 'Men's Shoe Buying Habits' Pending—Aug. 28—21  
Helping DISABLED Feet—Jan. 2—10  
DREW'S Speech on Domestic Rawstock Outlook—Nov. 6—34  
DRUEDING and Whitman-Moriarty Increase Wages—June 19—37

## E

Ownership Switch for EAGLE-FLAGG—Oct. 30—11  
Leonard Schaden Retires from EAGLE-OTTAWA—Mar. 6—14  
Shoe Mfrs. EARNINGS Held '53 Level—Nov. 27—18  
Goodman Appointed Regional Mgr. for EDISON BROS.—Mar. 13—19  
John M. Murphy Promoted by EDISON BROS.—Mar. 20—18  
EDISON BROS. Net Income Down for '53—Apr. 3—18  
Westbrook Promoted at EDISON BROS. Stores, Inc.—May 22—30  
EDMOCORN to Speak on 'Measuring the Shoe Market'—Aug. 21—72  
EGYPTIAN Sandals Spark New Fashion Trend—Oct. 2—9  
ELASTICIZED BACKS for Men's Shoes—Apr. 17—55  
ENDICOTT-JOHNSON Buys Lea. Waiting Firm—Dec. 11—23  
ENDICOTT-JOHNSON Junks Retirement Age Policy—Feb. 27—22  
Officials of ENDICOTT-JOHNSON Look for Sales Upturn—Apr. 3—26  
ENDICOTT-JOHNSON Fires Red Female—May 8—12  
Chas. ENGLEHART of Armour Lea. Retires—Nov. 27—17  
Hickey Elected Pres. of John R. EVANS & Co.—June 26—14  
Congress Acts on EXCISE TAX CUTS—Mar. 6—28

## F

37 FAILURES Among Ftwr. Mfrs. in '53—Dec. 4—22  
Sixth Cinc. FMC to Draw Capacity Attendance—Feb. 6—27  
FMC Exhibitors—Feb. 6—62  
Feb. 19—22 Date Set for '55 FMC—Feb. 20—66  
Ed FARIAN 'Shoe Man of the Year'—June 19—56  
FASHION is Boosting Kids' Shoe Sales—Aug. 14—32  
Modern Leathers Demand New FATTIQUORING Approaches, By Dominick Meo—Jan. 23—41  
FATS AND OILS Census—May 15—15  
FAYBERTS Find European Styles Inspiring—Aug. 14—29  
New Imported Trimmings by FAYBERTS—Sept. 25—35  
FEDERAL PRISON Officials Urge Shoe Ind. to Cooperate—Mar. 13—14  
PTC Says Mfrs. Can Contribute to Retailer Advg.—Jan. 16—14  
PTC Claims Misuse of Word 'Chamois' in Advg.—Feb. 27—30  
Ben FIELD Milw. Hide Business for Sale—July 31—15  
FENDELMAN and Witter Take Turns Serving Prison Terms—Jan. 30—30  
Maxwell FIELD Proposes World Shoe Forum—Sept. 18—14  
FIESTA SHOES, Inc., Barred from Govt. Contracts—July 24—16  
Fire Destroys Six Bldgs. of FILMER LEA.—May 8—12  
Role of Ftwr. in FLAMMABLE Fabrics Act—Aug. 7—13  
FLAUTT SHOE to Remain in Lynn, Mass.—June 5—18  
FLEISCHER Employees Vote for New Pact—May 1—32  
Effects of Green FLESHING, By Goetz and Alps—Jan. 23—19  
1955 FOOT HEALTH Week—Nov. 27—14  
FOOT HEALTH COUNCIL Tie-Ins—May 23—30  
FOOT HEALTH GROUP Plans Research—Mar. 6—29  
Sept. is CHILD FOOT HEALTH MONTH—Aug. 14—14  
Plan FOOT HEALTH WEEK—Jan. 16—31  
FOOT-BO-PORT CONFERENCE on Disabled Feet—Jan. 16—33  
FOOTE Offers 17-Point Military Program—Oct. 16—74  
FRANKLIN FTWR. CO. Factory Closed—July 31—27  
GIBERT FREEMAN Holds Open House—Oct. 23—9  
FREEMAN SHOE Closes Broadhead, Wisc. Plant—Apr. 3—16  
FREE-MOC CORP. Takes Over Elmar Ftwr. Plant—Apr. 17—59  
FRENCH, SHRINER Buys Three Men's Shoe Stores—Aug. 7—12  
New Promotion for FRENCH, SHRINER Shoes—Aug. 14—32  
MRS. FRIES Leaves Calf Division; Opens Service—Dec. 18—19  
Rulison Heads FULTON COUNTY Tanners—Oct. 16—76

## G

GARDEN SPOT SHOES' New Method of Merchandising—Feb. 20—92  
GARDINER SHOE Starts Boys' Line—May 15—11  
GARLIN & CO., Boston, to resume Shipments—May 15—13  
Hubert A. Dea Marais Joins GEIGY—Apr. 17—36  
Herbert Rote Joins GEILICH Lea. Co.—Apr. 3—19  
Williams Elected Vice-Pres. of GEN'L ANILINE—July 17—19  
GENERAL SHOE Looks Ahead to Active Business in '54—Mar. 6—18  
Merger of Sommer & Kaufmann with GEN'L SHOE Corp. in Works—Mar. 20—23  
Frank Jarmen Elected Chairman of GEN'L SHOE Corp. Advisory Bd.—Apr. 3—19  
Leo Jordan Joins GEN'L SHOE Corp.—Apr. 17—28  
GEN'L SHOE After Selby?—July 17—13  
GEN'L SHOE Reports Gain—Sept. 11—13  
GEN'L SHOE Expands Friendly Franchise Program—Nov. 6—62  
Dempsey and Noone Buy GIVEN SHOE—Oct. 16—79  
Irving R. GLASS Supports Creative Selling—Mar. 6—20  
GLASS Speaks of Great Paradox of '54—Sept. 4—14  
GLEASON-BIRD, INC. New Tng. Firm—May 22—44  
Casey of GLOVE Assn. Hits Foreign Mfrs.—Oct. 30—27  
Fall GLOVE COLORS—Apr. 3—27  
Tariff Ban a Threat to Lea. GLOVE INDUSTRY—Mar. 27—14

GLOVE INDUSTRY Studied by N. Y. 'Task Force'—Dec. 4—14  
GLOVE MFTA. to Convene June 16—19—May 28—19  
Arthur W. GOETZ Now Consultant—Oct. 16—86  
Ben GOLD, Pres. of IFLWU, Trial Postponed—Jan. 23—33  
Trial of Ben GOLD Launched in Washington—Feb. 27—17  
Peabody Workers Nix Funds for Ben GOLD—Mar. 13—18  
Judge Denies Ben GOLD Plea for Acquittal—Mar. 27—17  
End of Ben GOLD Trial Nears as Jury Takes Over—Apr. 3—13  
Ben GOLD Sentenced by Court; Gets 1 to 3 Yrs.—May 8—15  
Ben GOLD Appeals Conviction—Aug. 7—13  
Honor GOLDENBERG at Phila. Dinner—Apr. 10—32  
GOODRICH Buys Sponge Rubber Prods. Co.—Aug. 21—81  
GOODRICH Authorizes Split of Common Stock—Nov. 20—59  
W. W. Young Promoted at GOODYEAR—Jan. 16—15  
GOODYEAR Sales Reach All-time High in '53—Mar. 6—27  
GOODYEAR Launches 'Educational' on Neolite—May 8—16  
GOODYEAR Tire's Net Is Up—Aug. 21—83  
GOODYEAR Tire Hikes Prices—Oct. 23—17  
List of GOVT. PURCHASING OFFICES—Feb. 27—22  
GOVT. REPORTS on Technology Available—Sept. 11—31  
GOVT. SURVEY Covers Shoe Industry—Nov. 27—16  
GRATON & KNIGHT Appoints Sumner Keith—Nov. 13—19  
GRATON & KNIGHT Co. Appoints Lanigan—Nov. 13—20  
GRAY Bids for Canadian Cooperation—Nov. 20—55  
Parents' Day New Project of GREENBERG MERC. CORP.—June 12—16  
GREENBAUM Tng. Co., Milwaukee Plant Sold—May 29—11  
Three GUILD Colors for Women's Resort Shoes—Oct. 2—13

## H

HADLEY BROS. Appoints Pacific Shoe Components Co.—Feb. 13—30  
New HADLEY BROS.-UHL Plant Opened in Milw.—Sept. 25—60  
HAHN Urges Stress on 'Desire-Buying'—July 14—12  
HAMEL Reports Expanding Demand for Colored Kid Linings—Feb. 20—66  
Geo. HAMEL's Son Killed—Apr. 17—26  
Sylvie HAMILTON Gives New Version of Color Use—Jan. 23—33  
Sylvie HAMILTON Leaves Amalgamated and Shain—July 17—20  
New Fashion Service by Sylvie HAMILTON—Aug. 28—28  
HARRIMAN TANNERY, No. Wilmington, Mass., Shut Down—Jan. 30—32  
HARTLAND TNG. Co. Profit-Sharing Plan—Feb. 6—49  
Water Damages Plant of HARTLAND TNG. CO.—Aug. 21—54  
HARVEY-MALIS Co., Inc., Formed—Feb. 27—31  
HEMINWAY & BARTLETT Appoints Cupples Co.—Apr. 24—32  
HEMINWAY & BARTLETT Appoints Noonan—Oct. 2—19  
Kenneth Dryden Honored by HEUER-WILLIAMS—Oct. 2—6  
Univ. of Illinois May Open HIDE COURSE—Dec. 11—30  
HIDE EXPORT Balance Boosted in July—Sept. 25—54  
Light HIDE PRICES to Hold this Spring—Apr. 24—20  
HIDE & LEA. ASSN. of Chicago Elects New Officers—Feb. 6—57  
HIDE & LEA. ASSN. of Chicago Golf Outing—June 26—31  
HIDE & LEA. ASSN. Annual Golf Outing—July 31—16  
Aid for HIGHWAYS—June 5—16  
HODGES Says Hidermen Face Complex Problems—Nov. 6—58  
HOFMEIER'S, INC. Wins Brand Name Award—Mar. 20—22  
Joe W. HOLMES to Retire from UHL—Mar. 27—17  
Retirement of Joe W. HOLMES of United Last Confirmed—Apr. 3—26  
HOOKER Electrochemical's Net Reaches All-time High—July 10—26  
HOOKER Reports New High Net—Oct. 9—32  
HOOKER '53 Fiscal Year Sales Second Highest—Feb. 20—76  
Willard HOWARD Resigns from USMC—Sept. 4—14  
HOWES Reopens Sole Lea. Tannery at West Hickory, Pa.—Apr. 3—20  
Shanley Elected Pres. of HOWES LEA.—Oct. 16—77  
HOWES LEA. to Close Mt. Jewett Tannery—Oct. 30—15  
Workers at E. HUBSCHMAN Win Raise—June 19—37  
HUNT-RANKIN LEA. Co. May Close—Nov. 20—50  
Emery HUVOS Key Speaker at NHA Meeting—May 29—18  
HUVOS' Speech on Relations Between Hide Men and Tanners—Nov. 6—48

## I

IKE-MAMIE Shoe Story Hits Nation's Press—Feb. 6—46  
INDEPENDENT SHOEMEN Define Creed, Program for Industry—May 1—13  
Sam Sullivan Lists Aims of INDEPENDENT SHOEMEN—June 26—14  
Cohen Appointed to Steering Committee of INDEPENDENT SHOEMEN—July 16—12  
INDEPENDENT SHOEMEN Group to Meet—July 31—20  
INDEPENDENT SHOEMEN Name Retail Committee—Aug. 21—63  
INDEPENDENT SHOEMEN to Meet—Aug. 14—12  
Meeting of INDEPENDENT SHOEMEN Set—Sept. 18—18  
INDEPENDENT SHOEMEN Ready By-Laws—Sept. 25—56  
INDEPENDENT SHOEMEN Study Membership Dues—Oct. 9—16  
INDEPENDENT SHOEMEN Agenda for Meeting—Oct. 16—85  
Sullivan Elected Pres. of INDEPENDENT SHOEMEN—Oct. 30—12  
INDEPENDENTS Have Jump on Factory-Owned Stores, By Sam Sullivan—May 29—15  
Gills Joins INDIAN HEAD Shoe Co.—Jan. 2—15  
Witness Says Ben Gold of IFLWU Still a Red—Mar. 20—15  
Conviction of Ben Gold Puts IFLWU on Spot—Apr. 10—17  
Union at Lawrence Plant, Ashland, Ky., Breaks from IFLWU—May 8—13  
IFLWU May Merge with AFL Butcher Workmen—June 19—28  
AFL Handbag Union to Open Doors to IFLWU Membership—July 17—13  
Gold's Resignation May Indicate Crack-Up for IFLWU—Oct. 9—17  
Justice Dept. Calls for FBI to Investigate IFLWU—Oct. 23—9  
Ben Gold to Aid IFLWU on Fur Facts—Nov. 6—53  
INT'L SALT CO.'S Newest Midwest Divn.—Sept. 18—16  
INT'L SHOE Sales Up—Jan. 9—13  
INT'L SHOE Sales Up 16% in '53—Feb. 6—47  
Hawkins Appointed Mgr. of INT'L SHOE Co.'s Rubber Mfg. Divn.—Feb. 13—14  
INT'L SHOE'S First Quarter Sales Keeps Pace with '53—Feb. 27—24  
INT'L SHOE to Close Madison St. Factory in St. Louis—Mar. 13—17  
INT'L SHOE Opens Rubber Plant at Bryan, Texas—Apr. 24—24  
1000th Member of Merchants Service Plan of INT'L SHOE—June 5—17  
INT'L SHOE Holds Shoe Sales Clinic—June 19—34  
INT'L SHOE Co. Earnings Up, Sales Down—June 26—18  
INT'L SHOE Sees Gradual Sales Pickup—July 10—12  
INT'L SHOE Ups Output of New Lines—July 10—27  
INT'L SHOE Offers Sales Training—July 31—13

Belleville Fcty. of INT'L SHOE Co. to Close—July 31—16  
 INT'L SHOE Co.'s "Show of Toes"—July 31—18  
 INT'L SHOE Appoints Dr. J. Geo. Robinson—Aug. 21—84  
 INT'L SHOE Buys Savage Shoes of Canada—Aug. 2—10  
 INT'L SHOE'S Annual Report Tops—Oct. 16—78  
 Peters Divn. of INT'L SHOE Promotes Three—Oct. 16—83  
 INT'L SHOE Earnings Highest Since '50—Oct. 30—26  
 INT'L SHOE to Close Cohas Plant—Nov. 13—16  
 IRON-CURTAIN Countries are Getting U. S. Hides—Aug. 14—14  
 IRVING TANNING Makes Transition in Production—Jan. 30—16  
 ISMC Will Make No Machine Service Charges—Dec. 4—13

## J

JARMAN Feels '54 May Better Forecasts—May 29—18  
 Geo. O. JENKINS Co. Reports New A&G Dryer Now in Production—Mar. 13—22  
 Chas. F. JOHN "N. Jr., Assures Co. Workers of Capable Successor—May 15—13  
 JOYCE, INC. Sells Its Golf Shoe Business—Apr. 17—23  
 JUSTICE DEPT. Clears Industry Confabs with Govt.—Jan. 2—24  
 JUVENILE SHOE CORP. Receives Safety Council Award—May 15—13  
 Formation of JUVENILE SHOE MFRS. ASSN. of Bklyn. Announced—Feb. 20—74  
 JUVENILE SHOE OUTPUT Continues Steady Expansion, Says Top—Sept. 4—17  
 JUVENILE SHOE SIZES Not Scaled Right—Apr. 17—26  
 JUVENILE SHOES Price Study—Nov. 13—27

## K

Archie KAPLAN Resigns from Colonial Tng. Co.—Mar. 13—17  
 Abe Cohen Joins Archie KAPLAN Leathers—May 1—19  
 Archie KAPLAN Forms New Firm—May 22—43  
 Geo. E. KEITH Co. Now Producing Patent—Aug. 28—16  
 Geo. E. KEITH Co. Reports Net Loss—Jan. 30—31  
 Loheed Resigns from Geo. E. KEITH Co.—Aug. 21—84  
 Copeland of Geo. E. KEITH Co. Resigns—Oct. 23—12  
 Fashion Editors Feted by KID GUILD—July 10—27  
 Brinkman Joins Edgar S. KIEFER Tng. Co.—Apr. 17—26  
 KINNEY Sales Reach New Record During '53—Mar. 6—18  
 KINNEY Plans 22 New Shoe Stores—May 8—22  
 G. R. KINNEY Co. Warehouse Sold—Nov. 13—16  
 KINNEY'S New Warehouse Near Harrisburg, Pa.—Feb. 20—93  
 KLEVEN SHOE SALES Elects Alperin—Feb. 27—22  
 KNIPE BROS. Sold to Paul A. Crane—Mar. 20—15  
 KORN Modernizes Hide House—Dec. 18—16  
 Kiduff Elected Pres. of KRIPPENDORF-DITTMAN—Apr. 10—32  
 KRIPPENDORF-DITTMAN Moves to Lebanon, O.—Apr. 17—29

## L

Marzorati of LA FORESTAL Argentina, Visits U. S.—Sept. 18—17  
 LAMAC PROCESS Head Cites USMC Decision—Aug. 7—22  
 LANDIS to Make Champion Machines—Sept. 4—21  
 LASTING WITH LASTEX Method Introduced—May 15—16  
 Geo. LAUB'S Sons Stops Buying Hides—Oct. 23—16  
 Construction on A. C. LAWRENCE'S New Million Dollar Tannery to Begin—Jan. 23—25  
 Merchant Appointed V. P. of A. C. LAWRENCE—Apr. 17—25  
 A. C. LAWRENCE Presents Scholarship to Lowell Tech.—July 10—12  
 Start LAWRENCE Plant in So. Paris, Me.—Sept. 11—34  
 Fire Sweeps LAWRENCE MAID Ftr. Co.—May 15—24  
 LAWRENCE PROCESS Licensed by E-J to Mfr. Polyethylene Counters—Feb. 27—20  
 LEACH-HECKEL LEA. Co. Plans Expansion—Jan. 23—34  
 LEADA BABY SHOE Changes Hands—Nov. 13—19  
 LEATHER & ALLIED TRADES Assoc. Annual Outing—July 3—9  
 Leeds States LEATHER GOODS Need New Look—May 15—23  
 Preview Showing of "LEATHER IN YOUR LIFE"—Feb. 27—19  
 Top Govt. Officials to View LIA Display—Feb. 13—22  
 LIA Tropical Leather Capsule Cruise—Mar. 15—15  
 Michael Flynn Elected Pres. of LIA—Nov. 6—40  
 New Officers for LIA—Nov. 13—17  
 Kay Sleater New L&S Fashion Editor—Nov. 20—44  
 New Reprint Record Set by L&S—Jan. 23—25  
 LEATHER SHOW Exhibitors—Feb. 20—96  
 LEATHER SHOW Numbers of L&S—Feb. 20 and Aug. 21  
 LEATHER SHOW Dates Advanced to Aug. 9-10, 1955—Dec. 11—12  
 LEATHER SHOW Exhibitors—Aug. 21—100  
 LEATHER SHOW Sees Business Upurge—Sept. 4—13  
 LEATHER SOLDS Decline to 34% in Oct.—Dec. 11—16  
 LEATHER SOLDS Hit All-time Low—Mar. 13—19  
 Glass Opposed Cuts in LEATHER TARIFF—Dec. 18—23  
 Misused LEATHER TERMS—Jan. 2—11  
 LEFATEX, Inc. to Make Leather Fibre Items—Feb. 27—21  
 Dr. LELYVELD Says No Need for Foot Troubles—May 15—16  
 G. LEVOR & Co., Inc., Expands—May 22—34  
 Miller Elected Pres. of G. LEVOR & Co.—July 17—18  
 Dan LEWIS Moves to Dover, N. H.—June 5—20  
 LEZIN'S Speech on Leather Merchandising—Nov. 6—35  
 Abe LINCOLN'S Foot Doctor—Oct. 16—80  
 Geo. H. Lincoln Joins L. H. LINCOLN & SON—Jan. 9—13  
 LIVERMORE SHOE Opens New Plant—June 12—16  
 LLOYD & HAIG Experiences Sales Boomerang—Apr. 24—21  
 LUNDER SHOE CORP. Sold—May 29—16

## M

MACHINE LEASING Gains in Textiles—May 15—14  
 MAINE'S Shoe and Lea. Industry, Second Largest Employer in State—Aug. 14—16  
 MAINE Membership Drive—Oct. 9—14  
 MARILYN SHOE Workers Aid Ailing Mother—30—9  
 Rod MARTIN, Ltd. New Montreal Hide Firm—Oct. 9—16

Hebb Heads MASS. Tanners—Jan. 2—12  
 MASS. Still Leads in Shoe Production—June 12—17  
 Exec. Committee of MASS. LEA. MFRS. ASSN. Re-Elected—Jan. 16—31  
 NESLA Issues Data on MASS. SHOE INDUSTRY—May 29—16  
 Wait MASTERSON Retires from Baseball to Sell Shoes—Jan. 30—31  
 MELVILLE SHOE CORP. Sales Increase—Jan. 9—14  
 MEN'S FTWR. Market Offers Widening Opportunity—July 3—13  
 New MEN'S SHOE COLORS Excite Industry—July 17—16  
 MEN'S SHOE IMPORTS Show Steady Rise—July 17—19  
 MEN'S SHOE SURVEY Finds Sales Methods Lagging—July 3—10  
 MERCHANDISING CLINIC of NSMA—Sept. 4—20  
 MID-STATES SHOE Sold—Jan. 2—10  
 MIDWEST SHOE PATTERN CO. Formed—Sept. 11—13  
 MILITARY PROCUREMENT OFFICES—Part II—Aug. 21—70  
 NESLA Survey Shows MILITARY SHOE PURCHASES Lower in '53 than '52—Jan. 16—17  
 I. MILLER to Close Wilkes-Barre Plant—Apr. 10—24  
 Stollmack Retires from I. MILLER—Oct. 16—76  
 MILLER-HERMER, Dover, N. H., Closes—Dec. 11—17  
 MILWAUKEE Annual Outing—May 29—19  
 MINNOCH Sees More Hide Sales—May 8—16  
 MINNOCH Urges Hidesmen Forget Competition—Nov. 13—27  
 Geo. A. MORRELL Resigns—July 3—11  
 Wendy MORRIS Resigns from Eagle-Ottawa—July 17—16  
 R. MURPHY & Sons, Ayer, Mass., Sold—Feb. 13—12  
 Allied Chem. & Dye Corp. Acquires MUTUAL CHEM.—June 12—17

## N

Annual Meeting of NAIHS to Be Held—Jan. 30—14  
 NAIHS Elects New Officers—Feb. 9—49  
 Geo. L. Smith Honored by NASCR—May 8—16  
 Oettinger Named Chairman of NARCS Committee—July 17—14  
 Steering Committee of NAT'L. CONFERENCE of Shoe Men to Meet—Mar. 13—22  
 NAT'L RESEARCH Corp. May Buy Nopco Chem.—Dec. 4—12  
 NAT'L SHOE PRODUCTS Announces Sales Policies—Dec. 4—14  
 Hickman to Receive NHA Medal of Merit—Mar. 27—16  
 Endicott-Johnson Joins NHA—Mar. 27—17  
 NHA to Conduct Symposium on Lea. Promotion—Apr. 24—50  
 NHA Sets Spring Meeting—June 19—22  
 Worthy to Speak at NHA Annual Luncheon—Oct. 9—23  
 Huttlinger to Speak at NHA Spring Meeting—Oct. 16—73  
 NHA to Vote on Research Program—Oct. 23—16  
 Irving Ellman Elected NHA Pres.—Nov. 6—63  
 Smith Heads NAT'L. INDUSTRIAL Lea. Assn.—Nov. 20—54  
 New NSF Committee for '54 Shoe Fair—Mar. 20—14  
 NSF Theatre to Offer Fashion Clinic—Oct. 9—20  
 NSF May Set Record Spring Buying—Oct. 16—27  
 NSF Sets Stage for Buying Wave—Oct. 30—9  
 Press Hears NSF Panel—Oct. 30—15  
 NAT'L SHOE FOUNDATION for Disabled Feet Liquidates—Jan. 9—13  
 NBI Joins with Chain Stores in Promotion—Dec. 11—24  
 NBI Men's Planning Committee to Develop New Selling Program—Feb. 6—45  
 NBI Seeks "Why" Behind Men's Shoe Buying—Mar. 13—22  
 NBI New Program for Men's Shoes—Oct. 16—92  
 NSMA Sponsors New Merchandising Clinic—Feb. 13—17  
 Forum for Shoemen at Breakfast of NSMA—Feb. 20—93  
 NSMA Pres. Jones Sees Active Shoe Output in '54—Mar. 6—27  
 NSMA Announces Accounting Committee—Mar. 13—21  
 NSMA Launches Leasing Study—Mar. 20—33  
 NSMA'S First Sales and Merchandising Clinic—Apr. 10—17  
 Name NSMA Committee—Apr. 24—25  
 NSMA Cites Reasons for Higher Hide Prices—May 8—22  
 NSMA Summarizes Mortality Rate in Shoe Industry—June 12—22  
 NSMA "Early Birds" Breakfast Meeting—July 31—19  
 Hess, Toor and Brauer to Speak at NSMA Breakfast—Aug. 7—12  
 NSMA Shoe Merchandising Clinic—Aug. 14—33  
 Siosberg Elected Pres. of NSMA—Oct. 30—15  
 NSMA Elects Board of Directors—Oct. 30—18  
 NSMA Sets Regional Meetings for '55—Nov. 13—14  
 NATIONAL SHOE PRODUCTS CORP. Formed—Sept. 11—19  
 New Officers of NATIONAL SHOE PRODUCTS CORP.—Sept. 25—57  
 NATIONAL SHOE PRODUCTS CORP. to Start in Dec.—Oct. 30—27  
 NATIONAL SHOE PRODUCTS CORP. in Operation Dec. 6—Nov. 20—47  
 Knoll Joins NATIONAL SHOE PRODUCTS CORP.—Nov. 27—15  
 NSRA Promotes Men's Styles—Jan. 16—14  
 NSRA Recommends Two Men's Promotional Themes—Feb. 20—75  
 NSRA Officers Re-elected—Oct. 30—11  
 NATIONAL SHOE TRAVELERS Assn. to Meet—Oct. 9—18  
 NAUEN Scholarship—Mar. 20—18  
 Morris White Produces NEOLITE Pearlized Handbags—Mar. 27—24  
 NEW ENG. Produces 166,034,000 Fra. in '53—Feb. 27—23  
 Five NEW ENGLAND Firms Win New Products Award—Oct. 30—27  
 NESF&SA to Meet Mar. 27—Mar. 14—17  
 Christopher Elected Pres. of NESF&SA—Apr. 3—21  
 NEW ENG. SHOE FOREMEN'S Committee Chairmen Announced—May 22—32  
 NESF&SA Holds Annual Golf Outing—Aug. 21—83  
 NESF&SA to Hold Luncheon—Meeting—Sept. 18—18  
 NESLA Elects—Jan. 16—15  
 NESLA Shows Shoe Prices Up Only 22% Since '46—Mar. 20—16  
 NESLA Requests Further Trucking Hearings—Mar. 27—23  
 NESLA Sponsors Shoe Factory Safety Meetings—May 15—23  
 NESLA Joins National Shoe Institute—Aug. 28—15  
 NESLA Helps Reroute Boston Artery—Oct. 9—23  
 NESLA Sponsors Special Flights to NSF—Oct. 16—72  
 NESLA Meets on Maine Tax—Nov. 6—55  
 NESLA Blocks N. E. Shoe Freight Hikes—Nov. 20—53  
 Gallagher New Pres. of NEW ENG. SHOE PATTERN MFRS. ASSN.—Feb. 13—15  
 N. E. SHOEMEN Seek Changes in Parcel Post Rules—Jan. 23—34  
 NEW ENG. TANNERS Hear Bob Lott and Elect Officers—May 1—18  
 NEW ENGLAND TANNERS Club Meeting—Oct. 9—22  
 N. H. Shoe Plants Humming—Jan. 9—11  
 N. H. Shoemen Eye Worker Training Program—Feb. 20—92  
 N. H. Shoe Production Off—June 19—27  
 N. H. Employees Ratify New Contracts—June 26—30  
 "NEW IN SHOES" Program Needs Expansion, Says Hahn—May 22—28  
 NYC COLLEGE Award Certificates—Aug. 14—14

N. Y. SHOE TRAVELERS Elect Ecclesine—Jan. 2-33  
 Levines to Get NIEMAN-MARCUS Award—Aug. 21-60  
 NIVTOP CO. Organized in Brockton—Feb. 20-74  
 "NIV-TOP" Leather Sole Now on Market—Mar. 13-18  
 NON-SPARK Shoes—June 19-22  
 NO. AMER. Shoe Supts. & Foremen's Assn. to Meet—Sept. 4-21  
 NORTH & JUDD Appoints Two—July 10-28  
 Henry NUNN'S Book Tells Industry Saga—Jan. 30-14  
 NURRES' Shoe Survey—Jan. 16-32  
 NURRES' Shoe Survey—Feb. 20-92

## O

OHIO LEA. CO. Reports Profits Up—Jan. 9-13  
 OLSON'S Speech on Good Selling—Nov. 6-37  
 August C. ORTHMANN Marks 25th Anniversary—July 10-10  
 ETC New Rules for ORTHOPEDIC FWR.—Nov. 20-46

## P

PACKERS Cleared of Trust Charge—Mar. 27-24  
 PACKERS Aim at Five Million Hide Exports—May 1-17  
 PARAMOUNT SHOE Observes Its 25th Anniversary—Apr. 17-34  
 Activity at PARKER HOUSE Shoe Show Moderate—May 22-33  
 PARKER HOUSE Shoe Set for Nov. 14—Sept. 11-13  
 Better Sales Methods Shown by Amos PARRISH at NSF—Oct. 30-11  
 Prof. PAULING Awarded '54 Nobel Prize—Nov. 6-62  
 PEABODY-SALEM Tanners Worried about Migrations—Jan. 9-17  
 PEABODY TANNERS Threaten Exodus—Feb. 13-14  
 PEABODY TANNERS Resume Operations After Flood—May 22-35  
 Officers of PENNA. SUPT. AND FOREMEN'S ASSN.—Feb. 23-33  
 PENNA. SUPT. & FOREMEN'S ASSN. Seeks Charter—Apr. 17-59  
 PENNA. SUPT. & FOREMEN Meeting—Oct. 30-27  
 Davidoff of PHILLIPS-PREMIER Corp. Retires—Oct. 23-9  
 PITTSFIELD, N. H., Aids Factory Expansion—Mar. 20-18  
 Films Promote PLASTICS—June 19-28  
 PLASTICS SOCIETY to Meet Dec. 7—Nov. 20-51  
 POLYETHYLENE BAGS Help Preserve Boots—Nov. 20-49  
 Betty Green Appointed PPSHA Fashion Consultant—Jan. 23-34  
 New PPSHA Appointees—Feb. 6-57  
 Confident Mood Boosts Business at PPSHA—Dec. 4-9  
 PPSHA Mails Final Applications for Fall Show—Feb. 20-76  
 PPSHA Plans New Fashion Program—Feb. 27-23  
 PPSHA Space at Premium—Mar. 13-15  
 PPSHA Fall Fashion Portfolio—Apr. 3-28  
 PPSHA Buyers' Guide Book Ready—Apr. 10-32  
 PPSHA Will use "Fashionrama"—Apr. 17-39  
 PPSHA May Set Pace for New Business—Apr. 24-17  
 Bright Year Forecast at PPSHA—May 8-11  
 PPSHA to Stress Men's Lines Under \$12—Sept. 18-16  
 Doris Weston to Produce Fashion Shoe of PPSHA—Oct. 9-22  
 PPSHA Publishes New Booklet—Oct. 16-73  
 PPSHA Directory to List Accessories—Nov. 13-14  
 PPSHA Style Comm. Chairmen—Nov. 20-18  
 PPSHA Highlights Fashion—Nov. 20-48  
 PPSHA Kid Shoes—Nov. 20-52  
 PORTMAN Wears Out 41 Pps. Shoes After 31 Yrs.—Jan. 2-22  
 PRATT TANNING SCHOOL to Close—Jan. 16-17; Feb. 27-30  
 Little Hope Held for Continuation of PRATT'S TANNING SCHOOL—Feb. 6-46  
 PRICE SPREAD Widens Between Hides and Finished Shoes—Apr. 24-52  
 Govt. Readies Plan for New PRICE AND WAGE Controls—June 12-11  
 PRIMA FOOTWEAR is Award Winner—Jan. 2-22  
 PRIME MFG. CO. Produces Motion Picture—July 24-16  
 PRIME TNG. CO. Plant Razed—May 1-14  
 Unions Endorse PRISON PLAN But Industry Stays Frigid—Mar. 13-15  
 PROCTOR COUNTER Names Rogers Fibre Licensee for N. E.—Feb. 6-46  
 P. Kay Schwartz Named New Pres. PROCTOR & SCHWARTZ, Inc.—Jan. 9-13  
 PROCTOR & SCHWARTZ Consolidates Divisions—Sept. 11-22  
 Leading Shoe Firms Report PROFIT Gain—July 31-18

## Q

QUARCK'S Speech on Using Plastics in Tanning—Nov. 6-41  
 N. Y. QM Pur. Agcy. to Move to Phila.—May 8-23  
 N. E. Chapter of QM ASSN. Elects New Officers—Feb. 6-46  
 Officers of N. E. Chapter of QM ASSN. Installed—Apr. 3-21  
 Foote to Speak at QM ASSN'S Convention—Oct. 9-20  
 QUINN & DELBERT Start Deliveries—Mar. 27-23

## R

Edgar RAND Sees Outlook Wholesome for Shoes—Mar. 6-18  
 RAND Heads Drive for Medical Schools—June 5-20  
 RAND'S Speech: More Powerful Merchandising Needed—Nov. 6-24  
 Hans REES' Sons Buys Winworth—July 24-15  
 REGAL Stock to Brown?—Jan. 9-24  
 REGAL'S Largest Block of Stock in Name of H. Hentz & Co.—Mar. 20-23  
 J. Albert Holmes Retires from REGAL SHOE—Jan. 9-14  
 REGAL SHOE Prices Reduced on Men's Lines—Mar. 6-29  
 Stockholders Approve REGAL-Brown Merger—Nov. 6-60  
 Geo. A. Allen Appointed REGANO Sales Mgr.—Jan. 23-25  
 REGANO BOX TOE Creates Two New Personalities—Feb. 27-30  
 Piekenbroek New REGANO BOX TOE Agent—Mar. 6-14  
 REGANO BOX TOE Begins New Plant—July 21-20  
 New REGANO BOX TOE Ftr.—Nov. 20-51  
 REMINGTON PRODUCTS Takes on Gen'l Tire Line—Mar. 20-16  
 RENDERERS' Group to Meet—Aug. 7-16  
 RESPRO Elects Officers—Oct. 2-11  
 RESPRO Buys Two Firms—Nov. 6-62  
 RETAILERS' WORKSHOP at NSF to Stress Techniques—Sept. 4-19  
 RETANNING SIDE LEATHER with Reduced Chrome, By J. T. Chain—Jan. 23-42  
 RHODIA, INC., Announces New Redorants—Aug. 28-22  
 H. C. Nichols Appointed by RHODIA, INC.—Sept. 11-18  
 RHODIA, INC., Appoints Warren Thompson—Oct. 9-16

RIPON KNITTING Buys Russell Glove Co.—Feb. 20-75  
 Thos. C. Blair Joins RIVER PLATE—May 1-17  
 JEROME ROGERS Retires—Dec. 18-19  
 HERMAN ROSE & SONS Mark 100th Anniversary—Aug. 28-16  
 RUBBER FOOTWEAR Makers Cite Peril—Jan. 2-33  
 Officers of RUBBER HEEL & SOLE INSTITUTE Re-elected—Jan. 23-34  
 Cos. Firms Bid on Wartime RUBBER PLANTS—June 5-12  
 Estimates RUBBER SHOE OUTPUT at 55 Million Pps.—Mar. 27-23  
 Senate Cracks Down on Tariffs for Part RUBBER-SOLED FWR.—July 3-9  
 New RUMPP Agency—Feb. 13-22  
 Hurricanes Damage RUSSELL WOOD HEEL Plant—Sept. 18-12  
 RUTH SHOE CO. Price Cuts Bring Rush of Orders—Jan. 30-31

## S

ST. LOUIS Shoe Production Drops—Jan. 16-32  
 1953 ST. LOUIS Shoe Production 2% Below '52—Mar. 20-18  
 ST. LOUIS Shoe Production Declines—Sept. 18-16  
 ST. LOUIS Shoe Show Holds Promise—May 1-14  
 Truck Strike Again Threatens ST. LOUIS—June 19-35  
 Capacity Cried Views ST. LOUIS Footwear—Aug. 25-15  
 ST. LOUIS MFBS. Launch Shoe Fashion Board—Jan. 9-11  
 SLMSA Committees Announced—Jan. 9-11  
 Wheeler Pres. of SLMSA—June 19-28  
 Wheeler of Int'l Shoe Elected SLMSA Pres.—July 24-29  
 Dr. Trump Cites Mfr. Fallings at SLMSA—Oct. 16-82  
 Announce SLMSA Committees for Fall Showing—Nov. 20-56  
 ST. LOUIS SHOE SHOW Banquet—Apr. 3-18  
 Jas. M. Kiefer Joins SALEM OIL—Aug. 28-16  
 SANDOZ Elects Hanes, V.P.—June 26-13  
 Harry A. Batchelder & Son Take SCHIFF Line—Jan. 30-30  
 SCHNITZER Says '54 Has Strong Potential for Shoe Industry—Jan. 16-9  
 SCHNITZER Sees Record FWR. Sales for Easter—Apr. 10-16  
 SCHNITZER Sees Half-Year Sales Down 4%—June 19-33  
 SCHNITZER Reports Shoe Orders "On The Rise"—Oct. 16-78  
 SCHNITZER'S Speech: World Hides and Skins Increasing—Nov. 6-29  
 SCHOLL'S 50th Hits \$26 Million a Year—Aug. 7-16  
 SCHWEINIGEL CLUB Outing Oct. 5—Sept. 18-17  
 Frank Schell Promoted by SEARS ROEBUCK—Nov. 27-17  
 Addition of SETON LEA, Co. in Operation—July 31-27  
 Fire Hits SETON LEA, Co.—Oct. 9-22  
 Wm. SHERKEY Sees Shoe Outlook "Optimistic"—Mar. 13-20  
 SHOE BUYER-SALESMAN Survey Reveals Pet Hates—Sept. 18-15  
 SHOE CHAIN Stores Profits Down 12.8%—Sept. 4-19  
 Major SHOE CHAINS Show Gain Over '52—Jan. 23-24  
 SHOE CHAINS Profits Gain 11%—May 15-16  
 SHOE CHAINS Sales Drop 2% First 4 Mos.—May 15-24  
 SHOE EXECUTIVES Insurance—Oct. 16-78  
 U. S. SHOE EXPORTS 1% of Total Output—Apr. 17-35  
 U. S. SHOE EXPORTS in '53 Less Than 1% of Output—June 12-23  
 Top SHOE FIRMS Show Net Gains—Apr. 24-28  
 SHOE INDUSTRY Has Low Concentration—May 8-16  
 SHOE INDUSTRY Facing Wholesome Business, Says Watson—Sept. 4-16  
 SHOE AND LEATHER Executives Gear for "New Deal"—Jan. 2-9  
 Mazza Re-elected Pres. of SHOE MFBS. BD. OF TRADE, of N. Y.—Feb. 20-74  
 SHOE MERCHANDISING Course at N.Y.C. College—Aug. 21-80  
 SHOE OF THE MONTH Sweeps St. Louis—Feb. 6-58  
 1953 SHOE OUTPUT Set at 501 Million—Feb. 20-64  
 Nov. SHOE OUTPUT Shows Sharp Decline—Jan. 23-16  
 SHOE OUTPUT Down Sharply in Jan.—Mar. 13-18  
 TC Estimates SHOE OUTPUT for 1st Quarter '54 10% Off Record High—Mar. 27-10  
 NESLA Analyzes SHOE OUTPUT by Constructions—Mar. 27-16  
 Feb. SHOE OUTPUT Declines 8%—Apr. 17-23  
 TC Estimates Four-Month SHOE OUTPUT Down 8.4%—Apr. 24-27  
 SHOE OUTPUT in Mar. Falls 4%—May 15-12  
 April SHOE OUTPUT Continues Decline—May 22-27  
 SHOE OUTPUT Drops 7.2% First Five Mos.—May 29-14  
 Apr. SHOE OUTPUT Shows 7% Decline—June 12-16  
 May SHOE OUTPUT Declines—June 26-30  
 Women's SHOE OUTPUT Tops June '53—July 31-28  
 June '54 SHOE OUTPUT Equals June '53—Aug. 7-23  
 Eight Months SHOE OUTPUT Drops 6.4%—Aug. 28-13  
 July SHOE OUTPUT Reverts Downward—Sept. 4-21  
 Aug. SHOE OUTPUT Shows Increase—Sept. 25-53  
 SHOE OUTPUT and Sales Expected to Hit Peak Level—Oct. 16-30  
 Sept. SHOE OUTPUT Even with Sept. '53—Oct. 23-17  
 Revised SHOE OUTPUT Figures Reveal 30 Million "Lost" Pairs—Nov. 27-13  
 Nov. SHOE OUTPUT Up 10% Over Year Ago—Nov. 27-15  
 SHOE PATTERN MFBS. Optimistic—Nov. 27-17  
 TC Estimates Jan. SHOE PRODUCTION Decline—Jan. 30-18  
 TC Reports SHOE PRODUCTION First Two Mos. of '54 Below '53—Feb. 27-19  
 NSMA Sees SHOE PRODUCTION Over 500 Million in '54—May 15-15  
 SHOE PRODUCTION Study Reveals Sales Prices—July 31-19  
 TC Estimates 7 Mos. SHOE PRODUCTION Reaches '52 Pace—July 31-27  
 500 Million SHOE PRODUCTION This Year, Says Sheeskey—Sept. 4-16  
 50% of SHOE PRODUCTION Is By 800 Small Firms—Sept. 4-27  
 More Vigorous SHOE PROMOTION Urged by Hess—Sept. 4-17  
 Decline in Number of SHOE REPAIR SHOPS—Aug. 14-16  
 SHOE RETAILERS Must Build Profits—May 29-17  
 SHOE RETAILERS' WORKSHOP at NSF—May 29-17  
 "Modern SHOE RETAILING," New Book—Nov. 20-57  
 Retail SHOE SALES Gained 2% in '53—Feb. 20-77  
 Retail SHOE SALES Gain in Jan. '54—Mar. 27-15  
 Wholesalers' SHOE SALES Same Over 4 Mos.—June 19-36  
 Retail SHOE SALES Slump in July—Sept. 25-54  
 Chain SHOE SALES Gain in Oct.—Nov. 20-59  
 SHOE SERVICE INSTITUTE 50th Anniversary Conv.—June 5-14  
 SHOE SERVICE INSTITUTE Launches Campaign—July 17-18  
 SHOE WORKERS' EARNINGS Reach New High—July 10-23  
 No SHOES—No School—Oct. 2-9  
 New Fashion Service, "SHOESCOPE" Launched—Feb. 13-13  
 Two Top Analysts Join SHOESCOPE As Assoc. Editors—Feb. 20-62  
 Marian J. Guntrup New West Coast SHOESCOPE Editor—Mar. 13-21  
 SHOESCOPE'S Style Service Launched in "L&S"—Nov. 20-44  
 SIGNAL CHEM. Buys Osmic Chem.—Sept. 25-58  
 SILICONE TREATMENT for Water-Resistant Leathers, By W. T. Rositer—Nov. 6-44



Siegmund W. SIMON Retires—July 31—28  
 SIMON'S Speech on Cost and Profit Control—Nov. 6—38  
 SINGER Promotes Mackey—Jan. 2—22  
 SINGER Gets Judgement Against Calif. Dealer—Aug. 7—17  
 SIZE 18 Shoes Too Small for 550-lb. Boy—July 24—20  
 SKIN MAN Skins Firm—Aug. 7—15  
 SLATTERY BROS. Transfers to Leach-Heckel Plant—Nov. 27—14  
 Kay SLEATER Heads "Shoescope" Service—Feb. 13—13  
 Therapeutic Claims Dropped by Sam SMITH Shoe Corp.—July 24—15  
 SNOW PATTERN and Dunbar Pattern Co. Merge—July 17—23  
 Horace S. Ritter Retires from SOCONY-VACUUM—July 10—17  
 Fleming Appointed Sales Mgr. of Tanners Prods., SOCONY-VACUUM—July 31—13  
 SOLE LEA. MEN to Meet with Phila. QM.—Nov. 20—48  
 SOUTHWESTERN SHOE TRAVELERS' Fall Shoe Show—May 9-12—Mar. 20—17  
 SOVIET WORKERS Must Give Far More Time to Buy Pair of Shoes—Jan. 2—16  
 SPRING-O-LATORS Patented—Oct. 16—81  
 STEHLING Open House—Jan. 2—15  
 Hyman STERN Elected Honorary Chairman—May 22—36  
 STETSON SHOE Wins Award—Feb. 6—42  
 Abbey Elected Pres. of STITCHDOWN Shoe Mfrs. Assn.—May 15—14  
 Sell Store. Not Brand, Sam SULLIVAN Urges—May 22—34  
 SURPASS Appointed N. E. Rep. for Cooper Bros.—Mar. 20—16  
 SURPASS Discontinues Tanning in Phila.—June 19—32  
 Court Dismisses Price Charges Against SWIFT & CO.—Nov. 20—48  
 SWIFT & CO. May Move Offices—Nov. 20—58  
 SWISS SHOEMEN Arrive in N. Y.—June 19—67

## T

TANIMEX Appointed U. S. Agent by Progil, S.A. of France—Jan. 23—16  
 TANNERS' CONVENTION Numbers of L&S—May 22 & Nov. 6  
 President's Report by Buettner at TANNERS' CONVENTION—May 22—24  
 Dr. Lundicke's Speech at TANNERS' CONVENTION—May 22—55  
 Registrants at TANNERS' CONVENTION—May 22—48, 69 & 70  
 TANNERS' CONVENTION President's Report—Nov. 6—21  
 TANNERS' CONVENTION Registrants—Nov. 6—45  
 TC to Issue Spring '55 Leather Colors—June 5—19  
 TC Sees End of Corrective Period—July 3—12  
 TC Estimates Gain in Oct. Shoe Production—Oct. 30—15  
 TANNERS' COUNCIL LAB. Launches Animal Skin Studies—Feb. 6—56  
 TANNERS' PRODUCTION CLUB Holds Kick-Off Meeting—Sept. 18—23  
 Discussion on TANNERY ACCIDENTS—Aug. 21—54  
 TANNIN CORP., Mass., Appointed N. E. Dist. of American Dyewood—Jan. 30—18  
 New TNG. MCHY. Ups Output. Lowers Costs, By Lucien Buck—Nov. 6—46  
 U. S. Largest Importer of TNG. MTLs.—Nov. 20—53  
 HELEN TAYLOR Speaks to Kid Guild on Color—Jan. 16—23  
 Russell J. TAYLOR Re-elected Pres. USMA, CIO—Feb. 20—77  
 Thos. TAYLOR & Sons Show New Style Theme—Apr. 10—16  
 TERHUNE, SR., Retires as "Boot & Shoe Recorder" Publisher—May 29—19  
 TEXTILEATHER Corp. Tops Sales—Jan. 9—15  
 TEXTILEATHER Promotes Four—Jan. 16—23  
 TEXTILEATHER Corp. and Bolita Corp., Merge with Gen'l Tire—Apr. 17—28  
 TEXTILEATHER Hits All-time Sales Record—Nov. 6—33  
 TORRINGTON CO. Faces Anti-Trust Charges—Apr. 17—23  
 TOVE ADVG. Moves Uptown—Jan. 16—32  
 Townspeople Dedicate New TOWN & COUNTRY Plant—June 5—21  
 E. J. TRENCH Heads Salesmen's Assn.—June 19—31  
 TRIMFOOT CO.'S Two New Lines for Tots—Sept. 11—23  
 John F. TUTTLE & Co. to Continue in Business—Feb. 13—17  
 Meeting for 210 ASSOCIATES Adv. Campaign Held—Jan. 30—18  
 210 ASSOCIATES Publish New Brochure—Mar. 20—22  
 210 ASSOCIATES Plan for 15th Anniversary Banquet—Apr. 17—27  
 210 ASSOCIATES 15th Anniversary Banquet—May 1—20  
 210 ASSOCIATES Publishes New Booklet—June 12—31  
 Annual Golf Tournament of 210 ASSOCIATES—June 26—32  
 Kivie Kaplan Nominated as 210 ASSOCIATES' Head—Nov. 27—16

## U

UNION BAY STATE CHEM. Buys Butler & Hayden—June 26—15  
 Plant of UNITED LAST in Auburn, Me., to Close—Apr. 3—21  
 UNITED LAST to Keep Gardiner Branch—Apr. 10—32  
 Bradbury Appointed Mfg. of USMC. St. Louis Die Plant—Feb. 13—15  
 Phila. Office of USMC to Be Sub Office—Feb. 27—20  
 USMC and Govt. End Arguments Before Supreme Court—May 1—16  
 Supreme Court Upholds Monopoly Finding on USMC—May 22—32  
 Shoemen Study Effect of USMC Decree—May 22—45  
 USMC Reports Net Income Increases—July 10—20  
 USMC Shifts to Fresh Fields—Aug. 14—14  
 Court Reverses USMC Decree—Sept. 25—52  
 USMC's Direct Service Expanded—Sept. 25—58  
 USMC Announces New Terms with 5 Major Leasing Changes—Dec. 4—10  
 Mfrs. Feel New USMC Terms Mean Higher Costs—Dec. 11—11  
 Shoe Mfrs. Uncertain about USMC'S Service Charge—Dec. 11—15  
 Government May Challenge USMC'S New Terms—Dec. 18—13  
 Shoemen and USMC Debate New Terms—Dec. 18—19  
 USMC Appoints Abel—Oct. 2—13  
 Allied Shoe Mchys. Suit Against USMC Poses Problems—Oct. 30—19  
 Earnings of USMC Show Decline—Nov. 13—18  
 USMC Holds Meeting to Discuss Changes—Nov. 20—58  
 U. S. World's Top Shoe Fashion Center—June 12—14  
 U. S. RUBBER Sets New Sales Record in '53—Mar. 6—21  
 Luxemburger Elected V.P. of U. S. RUBBER—July 3—20  
 UNITED STATES SHOE Reports Sales Record—July 3—25  
 U. S. TESTING Changes Name of Lea. Divn.—June 12—31  
 Vera Shatford Appointed by UPHOLSTERY LEA. GROUP—Feb. 20—75  
 Booklet Issued by UPHOLSTERY LEA. GROUP—Feb. 27—21

## V

VAGABOND SHOE CORP. Starts at Lawrence, Mass.—Jan. 16—17  
 New Book on VEGETABLE Tanning Materials—Aug. 21—82  
 VEGETABLE RETANNING of Chrome Leather, By G. H. W. Humphreys—Jan. 23—21  
 VILON, New Fabric Firm in Amsterdam, N. Y.—Oct. 9—17  
 VINYL FABRICS Shipments in '54 Should Increase Over '53—Jan. 30—32  
 VOGUE Mag. Praises 50c Shoes for Korea—Nov. 20—59  
 H. Otto VON DER HOFF Honored—Nov. 6—59  
 VULCAN CORP., Johnson City, Purchases Additional Equipment—Jan. 30—14  
 Net Earnings of VULCAN CORP. Down in '53—Apr. 3—28  
 New Brochure Published by VULCAN CORP.—Nov. 6—56

## W

WACHHOLTZ Elected Vice-Pres. of Arthur C. Trask Co.—Apr. 24—29  
 Govt. Says WAGE AND HR. Regulations Violated—Feb. 27—20  
 WASH. D. C. Shoe Sales to Hold—Jan. 16—24  
 Dry-Cleanable, WATER-RESISTANT Sheepskin Suede, By J. W. Robinson—Nov. 6—45  
 WATSON Says This is "Salesman's Day"—May 15—12  
 WAUKEGAN Outing Date Set—July 17—19  
 WAUKEGAN Annual Golf Outing—Aug. 21—147  
 WEDERBRAND'S Speech on New Chemicals—Nov. 6—42  
 Court Dismisses Verza Tng. Co. Suit Against EDMOND WEIL, Inc.—Jan. 30—19  
 WELLCO-RO-RESEARCH Miniature Samples of Styles—June 26—32  
 WEST COAST Officials Drive for New Shoe Factory—Apr. 24—23  
 WEST COAST PACKERS Aim at Better Hides—Aug. 21—57  
 WESTERN WOOD HEEL MFRS. Assn. Shows Hidden Heel Costs—Jan. 30—13  
 WESTERN WOOD HEEL MFRS. to Meet—July 31—15  
 WESTERN WOOD HEEL MFRS. Praise Shoe Men—June 26—30  
 WETAN LEA. Tannery Destroyed by Fire—July 10—27  
 WHITE & HODGES Marks its 40th Yr. in Business—Mar. 6—44  
 WHITE & HODGES Marks 40th Anniversary—Aug. 21—79  
 NSMA Seeks Revision of WHOLESALE PRICE INDEX—Oct. 16—80  
 WHOLESALE PRICE INDEX Drops in Oct.—Nov. 20—45  
 WILEY-BICKFORD-SWERT Votes to Liquidate—Dec. 11—17  
 WILSON & CO. Reports Profit—Jan. 23—16  
 WILSON & CO. Report—Aug. 28—12  
 WINWORTH CO., Delawanna, N. J., New Leather Firm—Jan. 9—19  
 The WINWORTH CO. to Handle Line of Walter L. Johnson Co.—Feb. 13—15  
 WISC. HIDE CORP. Buys Ben Feld & Son—Aug. 21—48  
 Wilson Elected Pres. of WISC. TANNERS' PROD. CLUB—Apr. 24—32  
 Plans for Symposium of WISC. TANNERS' PROD. CLUB—Oct. 9—17  
 WISC. TNG. SYMPOSIUM Program Set—Dec. 4—14  
 Kuhn Joins Benj. WISHNER CO., Milw.—Mar. 13—19  
 WISHNER, WEEKS & CO. Succeeds Benj. Wishner Co.—Apr. 3—19  
 David P. WOHL Gets 210 Award—May 8—14  
 WOHL Expands Major Line—Oct. 9—18  
 WOHL SHOE Purchases Two L. A. Shoe Stores—Feb. 27—31  
 WOHL SHOE Reorganizes Wholesale Divn.—Nov. 20—56  
 Tyee Elected Pres. of Jacques WOLF & Co.—Apr. 3—21  
 Production of WOOD HEEL BLOCKS Declines—Feb. 27—18  
 WOOD HEEL MFRS. to Meet—Feb. 6—56  
 WOOD HEEL MFRS. New Brochure—May 29—21  
 WOOD HEEL'S Role in Correcting Shoe's Balance and Tread—Dec. 18—14  
 WORLD CATTLE POPULATION Up by 7 Millions—May 15—14  
 WRIGHT-BATCHELDER to Sell Dryseal Counters—Jan. 9—15

## X

Spotting X-RAY Shoe Defects—May 29—18

## Y

Dahlke Appointed Sales Engineer for J. S. YOUNG CO.—May 15—16

# LABOR NEWS

## A

AM-O-KROME Workers Given Increase—Feb. 6—58  
 ARMOUR AND SWIFT Slowed by Walkouts—Sept. 18—14  
 AVON SOLE Strike Over—Jan. 16—16

## B

BAY STATE Shoe Union Readies New Demands—Nov. 6—59  
 BAY STATE Shoemen Meet with Union, Dec. 2—Nov. 27—17  
 Novel Union Case Involving BICKFORD SHOES—July 24—28  
 BROCKTON Union Seeks 5% Boost—Jan. 2—15  
 Shoe Workers in BROCKTON Dispute Goes to Arbitrator—Apr. 3—13  
 Shoe Workers in BROCKTON Denied Wage Increase—May 22—37  
 BROCKTON Cut Solers Seek 5% Pay Hike—Nov. 20—57  
 BROCKTON UNION Withdraws Wage Request—July 10—9  
 BROCKTON UNION Asks Shoe Pact Meeting—Nov. 6—59  
 BROWN CO. Employees to Vote—July 3—23  
 BROWN CO. Pact Extended—July 31—28  
 New BROWN SHOE Contract OK'd—Aug. 21—57

## C

CHICAGO Shoe Strike Settled—Aug. 7-13  
NLRB Election Bought at CLAREMONT SHOE—Sept. 18-14  
CIO Reorganizes CLAREMONT SHOE Workers—Oct. 9-14  
CIO Recommends Merger with AFL—Nov. 20-52  
Workers at CREESE & COOK Walk Out—June 5-31  
CREESE & COOK Workers Return—June 12-15  
CUDAHY and CIO Sign 2-Yr. Contract—Nov. 8-33

## D

DRUEDING BROS. Settlement—July 3-12

## F

CIO Accepts New FULTON COUNTY Contract—Jan. 30-19

## G

GEN'L. SHOE May Close Tannery—July 17-14  
Ben GOLD Active in May Day Parades—Mar. 13-20  
Labor Board to Act on Ben GOLD Case—Apr. 24-30  
Ben GOLD Attorney Faces Contempt Charges—June 12-24  
Ben GOLD Attorney Fined \$100 for Contempt—June 19-37  
Ben GOLD Appeal Denies False Oath—Nov. 13-17

## H

Jos. M. HERMAN Shoe Signs Pact—July 3-20

## I

IFLWU Seek New Wage Hike in N.E.—Jan. 16-24  
IFLWU Blames Peabody Tanners for Leather Ills—Feb. 27-18  
IFLWU Beaten at Mich. Tng. & Ext. Co.—Mar. 6-18  
Ben Gold Re-elected Pres. of IFLWU Despite Conviction—May 15-11  
IFLWU Files Appeal with Labor Board—May 23-37  
IFLWU Contender in Lawrence Election—May 22-47  
IFLWU Loses All Bargaining Rights—June 5-14  
IFLWU Asks Court Revoke NLRB Ban—June 26-13  
Mass. Probes IFLWU Locals in Salem-Peabody—June 26-14  
Gold Denies IFLWU Plan to Merge with AFL—July 3-12  
State Committee Finds Peabody IFLWU Local "Red-Controlled"—July 24-11  
Judge Orders IFLWU Ban Revoked—July 24-13  
IFLWU Loses at Jos. H. Mosser Lea, Co.—July 24-16  
IFLWU Votes AFL But Local 21 Takes CIO—Dec. 18-18  
Investigation of Mass. IFLWU Completed—Aug. 28-12  
Canada Joins Drive Against IFLWU—Sept. 11-13  
Claim IFLWU Peabody Union Under Red Control—Oct. 2-14  
IFLWU Wins Election at Armour Newberry Plant—Oct. 9-19  
Peabody IFLWU Local May Break with Union—Oct. 16-72  
Peabody Local 21, IFLWU, Pledges Purge of Commies—Oct. 30-14  
Peabody Local of IFLWU Votes to Return to CIO—Dec. 11-18  
Peabody IFLWU Members Must Be Non-Commies—Nov. 20-50  
INT'L SHOE, Salem, Mo., Workers Reject AFL—June 5-19

## J

JOHNSON SHOE Employees Benefit—July 3-35

## L

AFL Council Opposes LEATHER UNION MERGER—Dec. 18-19  
LAW TNG. CO., Milw., Petitions NLRB for New Election—Jan. 30-19  
NLRB Dismisses IFLWU Case at LAW TNG.—July 31-21  
AFL Drops Action at A. C. LAWRENCE—Nov. 6-54  
LAWRENCE Signs One-Year Labor Pact—Nov. 27-15  
LAWRENCE LEA, Extended—Sept. 4-18  
LUNDER SHOE Demand Vacation Pay—July 24-16  
LUNDER SHOE Employees Granted Vacation—Oct. 30-20

## M

CIO, MASS. SHOE MFRS. Reach Accord—Jan. 2-13  
MASS. SHOE WORKER'S Wages up 23-26%—Dec. 18-15  
MASS. STATE BOARD Calls Shoe Labor Parley—Dec. 11-23  
More Negotiations at J. F. McELWAIN Co.—Feb. 27-18  
New J. F. McELWAIN Co. Pact—Apr. 17-24  
Agreements Reached by MID-WEST TANNERIES—Sept. 18-23

## N

NLRB Ruling: Employers May Query Union Workers—Aug. 7-17  
NLRB Rules Against Job Monopoly—Oct. 2-12  
NETTLETON Sues United Shoe Workers—Jan. 23-34  
Shoe Union Sues NETTLETON for Slander—Dec. 11-12  
A. E. NETTLETON Shoe Co. Strike Settled—Jan. 30-15  
NERLA Meets to Discuss Unemployment—Apr. 17-28  
Lay-Offs "Serious" in N. H.—Apr. 17-35  
N. H. Contract Negotiations Rejected—Aug. 21-60  
N. Y. SLIPPER Men Reject Wage Hike—Feb. 13-12

## P

PACKER Strike Threat—Aug. 28-16  
PACKERS' Earnings 0.8%—Aug. 14-29

PACKER UNIONS Join in Contract Drive—June 19-82  
PACKINGHOUSE Workers Row Over Anti-Red Clause—Oct. 30-26  
Priest Urges PEABODY Workers to Reject Reds—June 12-12  
POTASH Jailed Again—Dec. 11-24  
POTASH Out-And-In Again—Dec. 4-13  
POTASH Freed on Bail—Dec. 18-14  
NLRB Election at PROCTOR ELLISON Defeats AFL—Oct. 2-11

## R

Govt. May Move Against RED-DOMINATED Unions—Aug. 28-21

## S

SALVAGE SHOE Employees Receive New Contract—Sept. 18-17  
SHOE LABOR Meeting Makes "Little Progress"—Dec. 18-19  
SHOE UNIONS Sign Non-Raiding Pact—June 19-30  
CIO and AFL SHOE UNIONS Set Merger Meeting—July 24-12  
SLIPPER & PLAY Shoe Mfrs. and USWA Agree on Contract—Feb. 20-73  
New Pact at Sam SMITH SHOE CORP.—Oct. 30-19  
NLRB Orders Election at SOUTHERN SHOE MCHY. CORP.—May 1-31  
SWIFT & CO. Imposes "Disciplinary Layoff"—June 26-31  
SWIFT & CO. Strike Ends—Oct. 2-19

## T

Texas Bows to Union—Jan. 2-14  
AFL Seeks THIELE TNG. Vote—Oct. 9-21  
THIELE TNG. Employees Turn Down AFL—Oct. 23-17  
Agreement Signed Between IFLWU and TROSTEL—Aug. 28-14  
Strike at Albert TROSTEL PACKING, Ltd., Ends—Apr. 24-31

## U

USMC'S Beverly Workers Receive Increase—Sept. 11-22  
USWA's New Contract at Evangeline and Sibulkin—Feb. 27-24  
USWA-N. H. Negotiations—June 5-12

## FOREIGN NEWS

ANDREWS-ALDERFER CO. Licenses Toronto Firm—June 12-17  
India Firm Appoints ANGLO-AMER. HIDES CO. U. S. Agent—Jan. 16-24  
ANGLO-AMER. HIDES Co. Appointed U. S. Agent for Calcutta, India  
Exporter—Feb. 6-57  
ARGENTINA Cuts Prices on Hides and Skins—July 17-18  
AUSTRALIA'S Ftwr. Ind. Wants Increased Duties—Aug. 14-18

BATA Enterprises—Aug. 7-34  
BELGIAN Shoe Output Declined—July 24-16  
BELGIAN Tanners Periled—Aug. 7-12  
BRITISH Shoe Standards Established—Feb. 6-42  
New Shoe Machines at BRITISH Fair—Aug. 7-13

CANADA Shoe Output Now Looking Up—Oct. 9-24  
McLean Elected Pres. of CANADA PACKERS, Ltd.—Aug. 21-79  
CANADIAN Tanners Show Higher Shipments—Jan. 2-26  
CANADIAN Shoe Output Up 2 Million Pcs.—Mar. 6-31  
CANADIAN Shoe Output Gains 4% Over '32—Mar. 27-15  
CANADIAN Lea. Production Study—Aug. 7-13  
Set Date for '54 CANADIAN FAIR—Mar. 20-23  
CANADIAN FAIR Biggest Yet—Oct. 16-65  
Sales Panel Opens CANADIAN SHOE FAIR—July 24-15  
CANADIAN SHOE STYLISTS Stress "Easy Look"—Oct. 16-85  
CANADIAN TANNERS Gross \$48 Millions in '53—Dec. 4-13  
CANADIAN TANNERS ASSN. Reorganize Plans—Oct. 9-20  
New Brochure on CHESTNUT by Progl of Paris—Aug. 21-72  
Leather for CHIANG—June 5-19  
LeMay Appointed by COMPO SHOE MCHY.—July 3-10  
CUBA New Factor as Kid Suede Tanners—Oct. 9-32

DUTCH Expansion Program—Oct. 30-19  
DUTCH AND BELGIAN MFRS. Produce Shoes that Grow—Jan. 2-17

EAST AFRICA Active in Hide Exports—Nov. 20-54  
ETHIOPIAN Tanner-Shoeman Visits U. S.—Sept. 11-32  
EUROPEAN Shoemen Touring U. S.—May 8-29

FTWR. INST. OF CANADA Breakfast Panel—Sept. 11-35  
FOREIGN COUNTRIES Need Industry Aid—Sept. 11-36  
FOREIGN QUOTAS Impede U. S. Exports—Feb. 27-24  
FREIGHTER Sinks with \$200,000 in Hides—Oct. 23-12  
FRENCH Leather Show in NYC—Apr. 24-20  
New FRENCH Quotas on Calfskins and Horsehides to U. S.—June 5-13  
New FRENCH Tannages—Aug. 7-22  
More French Horsehides—Aug. 14-14  
First Hide & Skin Quotas Released by FRENCH GOVT.—Apr. 3-27

GERMAN Lea. Research on Upgrade, Says Dawson—Nov. 27-14  
GLUE IMPORT Hike Urged—Dec. 18-20  
Hides and Skins for GREECE—July 24-28

More HORSEHIDES from France—Nov. 13-14  
HUMBERSTONE SHOE Signs New Labor Contract—July 24-12  
Where are HUNGARY'S Extra Shoes Going?—Aug. 21-80

U. S. Approves \$1 Million Cattlehide Exports for IRON CURTAIN Countries—Oct. 9-15  
FOA Authorizes \$160,000 Cattlehides for ISRAEL—July 24-20  
Hides for ISRAEL—Sept. 11-35  
1953 Output of Lea. Shoes in ISRAEL Declines—Aug. 14-16



JAPS Want Best Skins—Jan. 2—13

Int'l. Congress on LEA. CHEMISTRY in Vienna—Aug. 21—60  
Annual LEIPZIG TRADE FAIR Scheduled—Jan. 23—31

MAILMAN CORP. Takes Over R. Neill, Ltd., Chain—Aug. 21—70  
MARITIME SHOE FAIR Dates Set—Jan. 23—33

NEW ZEALAND Improves Sheep Pickling Process—Sept. 18—18  
NOPCO Pushes Canadian Operations—Jan. 16—31  
NORTH AMERICAN Group Meets at Kitchener—Sept. 25—55

Wants Duty on ORTHOPEDIC Shoes Banned—June 19—48

POLISH Shoe Output Hits 21 Million Pairs—July 31—20  
PUERTO RICAN Shoe Imports on Rise—June 19—47

Luigi RIZZI Co. Appoints U. S. Agents—May 15—13  
RUBBER FTWR. Cleared for Hong Kong Export—Oct. 9—32  
RUSSIA Eyes Canadian Market—Mar. 6—21  
Sec'y. Weeks Admits Hides Licensed to RUSSIA—Oct. 16—77  
Less Hides for RUSSIA—Oct. 30—19

SANDT of Germany, Represented by Atlas in U. S.—July 17—18  
Annual SHOE & LEATHER TRADE FAIR in London—Oct. 9—42  
SHOESCOPE Editor Addresses Canadians—May 15—13  
SO. AFRICAN Hide Curbs End—Oct. 9—19  
Hides and Skins for SOVIET—Nov. 6—33  
SWISS Shoemen to Tour U. S.—May 15—15

TOP SECRET Slippers—Oct. 23—24

YUGOSLAVIA Granted FOA Financing of Hide Purchases—Feb. 27—32  
Cattlehides for YUGOSLAVIA—May 22—22  
Hides or Grain for YUGOSLAVIA—Sept. 25—34

## FEATURE AND SPECIAL ARTICLES

### A

Lak in Business Expected to Activate ALLIED PRODUCTS Show Buying—Feb. 29—118  
ALLIED PRODUCTS SHOW: Active Buying Ahead—Aug. 21—128  
APPAREL COLORS—Their Influence on Spring-Summer Ftwr.—Aug. 21—35  
Why the ARMY is Changing to Chrome-Tanned Leathers—Aug. 7—31  
Creates Works of ART Out of Lea. Swatches—Sept. 11—20

AT-HOME Market for Shoes—Sept. 25—35

The Need is AUTOMATIC MCHY., By Edw. A. Ott—Feb. 6—31  
AUTOMATION in the Shoe Factory, By Raymond Purcell—Feb. 6—36

### B

'BRANDICALF.' Opens New Markets with Unique Lea. Products—Mar. 20—11  
BRIDAL Market—Sept. 25—34

### C

Analysis of COLORS AND DYES, By Jos. A. Casnocha—May 8—17  
How CONSUMERS Can Be Motivated to Buy More and Better Shoes, By Irving R. Glass—Mar. 6—16  
CREATIVE STYLING in Men's Ftwr. Is Tough Assignment—Jan. 2—31

### D

A Report on DRYING METHODS Used in Shoe Factories Today, By Paul H. Krupp—Jan. 2—23

### E

Advantages of Using ELASTOTHIOMERS for Processing Industrial Leathers, By Thos. A. Dickinson—Apr. 3—15  
EMPLOYE TRAINING Programs, By Fred J. Weber—Feb. 6—32  
Newer EMULSIFIERS Now Helping Tanners to Make Better Leathers, By C. E. Retzsch—Feb. 27—32  
Need for ENGINEERING Methods, By Eli White—Feb. 6—35  
Did EUROPEAN SHOEMEN Benefit from Visits to U. S.?—Jan. 9—9  
EXPORTS of Women's Shoes on Upgrade—July 10—9

### F

More-Than-Usual FABRIC SHOES Seen for Fall Volume Picture—Apr. 24—47  
FASHION Isn't Spinach, By Herbert Leeds—May 1—12  
FASHION—The Most Powerful Selling Tool in Shoe Business, By Kay Sleater—May 29—9  
FASHION: The Answer to Increased Per Capita Shoe Consumption—Aug. 28—9  
Analysis of Various Properties of Prepared PATLIQUOR, By Vernon Norton—Feb. 27—33  
Better Controls Over FINISH MATERIALS Urged for Tanneries—May 1—15  
'FOOT GLOVES'—New Fashion Concept in Ftwr., By Charline Osgood—Oct. 16—28



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Woodridge, N. J.  
Los Angeles, Cal.

## G

The New GEOMETRIC LAST—Boon to the Shoe Industry, By Clifford Roberts—Oct. 30—16  
New Methods in GERMAN Tanning, by Dr. Gerhard Otto—Mar. 20—31  
"Push-Button" Tannery Introduced at GLOVE LEA. DIVN. of Colonial—Jan. 16—18

## H

HOG CORDOVAN Lea. Now in Production in England—May 1—9  
HYCAR RESIN Open New Fields in Processing of Leathers, By Thos. A. Dickinson—Jan. 9—12

## I

IKE'S AND MAMIE'S Shoes—Jan. 16—11  
New Leather Research Institute in INDIA, By Y. Nayudamma—July 31—14  
New Sales Theme for INFANTS' SHOES—Jan. 30—11

## J

JUVENILE Summer Shoes—Sept. 25—33

## L

Looking at LABOR—Aug. 21—92  
Finishing with LEATHER DUST—New Potential for Waste Products, By Thos. A. Dickinson—May 19—12  
Fashion Interest to Dominate Buyer Attention at Fall LEA. SHOW—Feb. 20—45  
Sampling Extremely High at LEA. SHOW—Mar. 6—13  
LEATHER SHOW Opens with Shoemen in Buying Mood—Aug. 21—27  
Spring-Summer LEATHERS Will Stress Luxury in Color, Texture—Aug. 21—32  
The LITTLE PEOPLE Spring-Summer Fashions—Sept. 25—26

## M

MACHINES AND MEN, By Robt. H. Leverenz—Feb. 6—34  
MANGE DISEASE Causing Millions in Hide Damage, by Dr. Fred O'Flaherty—June 12—13  
Sen. Jos. McCARTHY Wears Special "Orthopedic" Shoes—Apr. 3—14  
We Want More MECHANIZATION, By B. E. Reed—Feb. 6—34  
MEN'S FTWR.—Color Barrier Smashed—Sept. 25—22  
MEN'S SHOES Now Moving Toward Lighter-Look Patterns—Apr. 24—49  
John METZ—A Lifetime Pioneering with Unusual Leathers—Oct. 9—11  
Application of MINERAL OILS in Lubrication of Leather, By Robert M. Koppenhoefer—Feb. 27—28  
Largest Collection of MINIATURE SHOES—July 31—13

## N

NERLA Study Shows Break-Even Points—Jan. 2—11; Jan. 9—14; Jan. 16—16

## O

OLDER-AGE Market—Sept. 25—35

## P

POINT-OF-SALE, for Salesmen and Sales Execs.—Aug. 21—93  
PRISON SHOE SHOPS Producing Large Numbers of Military Shoes, By Jos. Huttlinger—Mar. 13—9  
Are PRODUCT EVALUATION Standards Lacking in the Shoe Industry?—Feb. 6—39  
Toward Higher PRODUCTIVITY, By H. C. Levy—Feb. 6—32

## R

Shoe Industry Confuses RESEARCH, By Clifford Roberts—Feb. 6—44  
Shoe Ind. Spends Only .0004% of Sales on RESEARCH—Feb. 13—11  
A RESEARCH PROGRAM, By Chas. Schlosberg—Feb. 6—35  
1934 RETAIL SHOE SALES Should Hold '53 Pace, By David Herrmann—Mar. 6—15  
Paul RIEDELL Makes Specialty of Ftwr. for Skaters, By Magdeline Anderson—Mar. 27—12  
Michael ROSSMAN of Medwed Ftwr. Doing Public Relations Job—June 5—11  
Decline in RUBBER STORM FTWR. Consumption Worries Producers—Jan. 9—16  
100 Years of RUEPING—And Today Younger Than Ever—Aug. 7—7

## S

ST. LOUIS Shoe Mfrs. Express Sales Pessimism—Apr. 17—21

ST. LOUIS Shoe Mfrs. Launch New Ideas in Men's Styles for Fall—Apr. 17—53  
Significant Shifts in Fashions at ST. LOUIS SHOE SHOW—Apr. 27—48  
ST. LOUIS SHOE SHOW Sets New Style Trends in Juvenile Ftwr.—Apr. 17—56  
"Do's" and "Don't's" of Conducting a Successful SALES MEETING—Jan. 25—45  
New Sales Pitch for SHOE ADVERTISING Holds Real Promise—Jan. 2—12  
Are Low SHOE LEATHER STOCKS Tipoff for Buying Boom?—Oct. 2—7  
Texture Interest Holds Spotlight in Fall Volume SHOE LEATHERS—Apr. 24—46  
Big Ten SHOE MFRS. Produce 33% of Total in '53—Apr. 10—11  
SHOE MFRS. PROFITS Avg. 2.5% Annually Over Last Five Years—June 26—16  
Measuring The SHOE MARKET, By Ben E. Edscomb—Sept. 4—11  
Govt. Keeping Eye on SHOE MERGERS, by Jos. Huttlinger—Sept. 25—51  
SHOE PRICES Lower Today Than During Depression—Sept. 18—11  
SHOEMAKING TECHNOLOGY—200 Yrs. of Technological Progress—Feb. 6—28 & 30  
SIMPLIFICATION Through Technology, By S. F. Eagan—Feb. 6—31  
Margaret SMITH of Valsey-Bristol Women Purchasing Agent—Oct. 23—13  
Stronger Govt. Policy Needed to Halt Hides to SOVIET—Nov. 13—13  
Modern STAPLE-FASTENING—Aug. 7—14  
You Can't Look Backward and STYLE for Tomorrow, By Sylvie Hamilton—Apr. 24—40  
The SUBURBAN Market for Shoes—Sept. 25—32  
Application of SULFATED OILS in the Fatliquoring Process, By Stephen Ford—Feb. 27—25

## T

TANNERS' COUNCIL Spring Meeting Report—May 22—21  
How TANNING Developed from an Art to a Science, By August C. Orthmann—Jan. 23—11  
New Hydraulic Methods are Improving TANNING MACHINERY, By Dr. Luigi Guarinoni—July 24—27  
Current Researches Hold Promise of Revolutionizing TANNING METHODS, By Thos. A. Dickinson—July 5—13  
Impressive Strides in TECHNOLOGY Being Made by Shoe Industry, By Gustave Frost—Mar. 27—9  
TEEN BOYS' Spring-Summer Ftwr.—Sept. 25—25  
TEEN GIRLS' Spring-Summer Ftwr.—Sept. 25—24

## U

What Happens if USMC Loses Anti-Trust Suit?—Mar. 27—11  
USMC's Research Reveals Wonderland of Shoemaking Science—Apr. 10—12

## V

VACATION Footwear—Sept. 25—32  
Effective Acidity in VEGETABLE TANNING, By G. H. W. Humphreys—Apr. 17—24

## W

WOMEN Serve in Strange Occupations in Shoe Industry—Aug. 14—9  
WOMEN'S FTWR. Costume-Keyed—Sept. 25—20  
Casual WORKSHOES—Sept. 25—33

## DEATHS

### A

Abrams, Arthur . . . retail shoe exec., Providence, R. I.—Sept. 11—36  
Alexander, J. Gilbert . . . 65, retired shoe exec., St. Louis, Mo.—Nov. 27—30  
Allen, Chas. E. . . 63, shoe mfr., Spencer, Mass.—Sept. 4—38  
Almy, Chas. . . 65, former exec. vice-pres., Dewey & Almy Chem. Co.—Jan. 30—18  
Altwater, Adolf H. . . vice-pres. of Western Supplies Co., St. Louis—June 12—38  
Anderson, Franz A. . . 82, retired shoe exec., Grafton, Mass.—May 15—38  
Andrews, Alfred K. . . 83, shoe exec., Littleton, N. H.—Nov. 20—72  
Armstrong, C. Dudley . . . 65, director, Armstrong Cork Co., Lancaster, Pa.—June 19—84  
Aste, Anthony L. . . 88, founder of Griffith Mfg. Co., Inc., New York—Dec. 18—34  
Auer, Anthony F. . . 64, shoe foreman, Milwaukee—Apr. 10—38

### B

Baker, Franklin B. . . 79, lea. exec., Danvers, Mass.—Apr. 17—62  
Banks, Abraham . . . 66, founder Banks Lea. Co., NYC—July 31—34  
Banks, Abraham A. . . shoe exec., Lowell, Mass.—May 22—48  
Barber, Walter J. . . 75, shoe exec., Lynn, Mass.—Nov. 27—30  
Barnes, John P. . . 69, retired thread exec., Brooklyn, N. Y.—Sept. 11—42  
Barry, Eugene J. . . shoe exec., Manchester, N. H.—Sept. 25—70  
Barutic, Carl . . . hide exec., St. Louis—May 29—34  
Bata, Mrs. Mary . . . 60, widow of late Thos. Bata, founder of Bata Shoe—Mar. 6—30  
Baumgaertel, Emil O. . . 93, retired shoe mfr., Buffalo—Apr. 24—58  
Beardsley, Donald . . . 31, associated with Beardsley's Shoe, Ottawa, Ont., Canada—May 8—38  
Beaudin, Louis E. . . 67, founder of L. E. Beaudin Shoe Co., Hanover, Pa.—Feb. 27—24  
Becker, Fred H. . . 69, pres., The Ohio Lea. Co., Girard, O.—July 24—15  
Bemis, Ernest . . . former supt., Geo E Keith Co. East Weymouth, Mass.—Oct. 30—20

Bent, Elmer M. . . 91, veteran shoe supplies mfr., Newton, Mass.—Mar. 27—38  
 Bentley, Arthur C. . . shoe last exec., Montreal, Que., Canada—Aug. 7—38  
 Berger, David A. . . 62, handbag mfr., St. Louis—Aug. 28—34  
 Bernhodesky, Aaron . . . 78, hide and skin dealer, St. Paul, Minn.—Feb. 6—72  
 Bessett, Worthington S. . . 59, owner, W. S. Bessett, Inc., Lynn, Mass.—Oct. 16—94  
 Binks, Harry D. . . 69, owner and operator of Binks Spray Equip. Co., Chicago—Feb. 20—135  
 Biron, Ben. . . 61, hide and skin dealer, Phila., Pa.—May 1—34  
 Blatz, Edw. F. . . lea. exec., Wilmington, Del.—Apr. 10—38  
 Boardman, Herbert T. . . 74, shoe exec., Framingham, Mass.—July 31—34  
 Bond, Chas. . . 90, lea. belting mfr., Phila., Pa.—Sept. 4—38  
 Bowma, Scott A. . . 70, retired shoe mfr., Salem, Mass.—Apr. 10—38  
 Bowen, Harvey A., II . . . pres., Amer. Lace Lea. Co., Richmond, Va.—Nov. 27—30  
 Bradbury, Walter W. . . 77, shoe mchy. exec., St. Louis—Feb. 13—30  
 Brandt, Carl . . . 89, pres., Brandt Lea. Co., Norwood, Mass.—Oct. 23—30  
 Brown, Downing P. . . 66, vice-pres., Brown Co., Berlin, N. H.—Apr. 17—62  
 Brown, Oscar H. . . 66, retired pres., Knights-Allen Shoe Co., Haverhill, Mass.—Oct. 2—30  
 Brown, Philip L. . . 73, shoe mchy. exec., Newton, Mass.—Nov. 13—34  
 Browne, Arthur D. . . 69, retired lea. merchant, Matawan, N. J.—Nov. 27—30  
 Buison, Jas. C. . . 58, asst. vice-pres., Bates Shoe Co., Webster, Mass.—July 10—34  
 Burns, Edward P. . . 80, retired shoe factory foreman—Dec. 18—34  
 Bustard, Arthur L. . . 62, salesman and technician in Cutting Rm. Dept. of USMC's Boston office—Mar. 20—38  
 Butz, Allan H. . . 51, vice-pres., Int'l. div. of Minn. Mining & Mfg. Co.—Feb. 27—50  
 Byron, Harold D. . . 43, foreman, Spring St. plant of Norrwock Shoe Co., Skowhegan, Me.—Feb. 20—76

## C

Calderazzo, Jas. J. . . 50, founder, Doigeville Ftwr. Corp., Doigeville, N. Y.—Oct. 2—19  
 Capachione, Michael . . . 62, pres., Capachione Bros. Lea. Co., Brockton, Mass.—Sept. 4—22  
 Carr, Arthur J. . . 53, pres., Carr Lea. Co., Peabody, Mass.—June 12—38  
 Chamberlain, Herbert . . . 59, hide exec., Milwaukee—Oct. 23—30  
 Chase, Everett W. . . 64, owner, Superior Polish Co., Brockton, Ms.—Oct. 23—30  
 Claflin Alan A. . . 80, lea. dye exec. and inventor, Boston—Jan. 16—38  
 Clark, Michael F. . . 86, retired shoe foreman, Avon, Mass.—Mar. 20—38  
 Clayman, M. Louis . . . 67, shoe mfr., Lynn, Mass.—Nov. 6—95  
 Clayman, Philip . . . 69, pres., P. Clayman & Son, Lynn, Mass.—May 15—38  
 Clooney, Jas. E. . . 82, retired shoe mfr., Lynn, Mass.—May 1—34  
 Cohen, Jack M. . . 69, pres., Fashion-Thimble Shoe Co., St. Louis, Mo.—May 22—47

Collette, Adelard . . . 73, shoe exec., Fond du Lac, Wisc.—June 26—34  
 Condon, Geo. V. . . 86, shoe mchy. inventor, Boston—July 24—34  
 Cooper, F. L. . . 76, retired shoe mfr., Haverhill, Mass.—Apr. 3—34  
 Cooper, Kenneth F. . . 74, chemicals exec., Pine Plains, N. Y.—May 29—34  
 Corser, Chas. B. . . 91, retired shoe chain operator, Pasadena, Calif.—Mar. 13—38  
 Coutsonkian, John E. . . 57, shoe foreman, J. F. McElwain Co., Nashua, N. H.—Jan. 23—47  
 Coxon, Wm. F., Jr. . . wood heel exec., Phila.—Mar. 27—38  
 Crimmins, T. Frank . . . 74, shoe exec., Brockton, Mass.—Oct. 9—42  
 Crowley, John T. . . ftwr. exec., Servus Rubber Co., Rockland, Ill.—Feb. 6—72

## D

Daly, John J. . . 81, a foreman at A. C. Lawrence Lea. Co., Peabody—Dec. 18—34  
 Davidson, Wm. E. . . 83, shoe exec., Nashville, Tenn.—Oct. 23—30  
 Dawson, Eugene M. . . 60, USMC Shoe Mchy. exec., Beverly, Mass.—Dec. 4—30  
 Dean, Arthur P. . . 72, shoe last exec., Brockton—May 8—38  
 Dennehy, Jos. F. . . 65, founder of E. L. and J. F. Dennehy Co., Brockton—May 8—38  
 Dietrich, Howard H. . . 78, pres., Howard Dietrich & Sons, NYC—May 1—34  
 Donovan, Alfred F. . . 57, pres., E. T. Wright & Co., Rockland, Mass.—Oct. 30—34  
 Doucet, Maurice . . . 32, lea. salesman, Manchester, N. H.—Apr. 10—38  
 Drinkwater, Horace . . . 81, chairman, Edwin Clapp & Son, Inc., East Weymouth, Mass.—March 13—38  
 Drochelman, Alfred C. . . 62, sales mgr., Peters Shoe Co., St. Louis—Sept. 4—22

## E

Edson, Albert C. . . 84, shoe exec., Rochester, N. Y.—June 5—34  
 Elliott, Donald O. . . 44, Milw. tannery agent—Sept. 25—60  
 Epstein, Raymond . . . 28, lea. garment mfr., Head of Calfax Co.—Apr. 17—62  
 Erdmann, Erwin J. . . 51, retired tannery foreman, Milw.—Jan. 9—34

## F

Faraone, Frederick . . . 77, hide & skin importer, N. Y.—Sept. 18—24  
 Farina, Luigi L. . . 66, pres., Princess Shoe Co., Keene, N. H.—Dec. 11—38  
 Farley, Wm. A. . . 84, retired prod. mgr. of Geo. E. Keith Co., Brockton, Mass.—June 19—84  
 Feakes Richard . . . 78, credit exec. and publisher, Newton, Mass.—Oct. 30—34

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Feld, Emil . . . 56, hide dealer, Milw.—July 3—30  
 Fiebing, Otto H. . . 58, V.P., Fiebing Chem. Co., Milw.—July 24—34  
 Flint, Frank E. . . 66, shoe mfr., Beverly, Mass.—Dec. 4—30  
 Floyd, Chas. B. . . 69, Boston mgr., Fred Rueping Lea. Co.—July 10—28  
 Fram, Herman N. . . 50, owner Fram Lea. Co., Kansas City, Mo.—Feb. 6—72  
 Funkhouser, Roy F. . . 67, rubber heel exec., Gettysburg, Pa.—Mar. 27—38

## G

Gaffney, Lester D. . . industrial relations adjuster, W. Roxbury, Mass.—Sept. 11—30  
 Gaillard, Geo. C. . . 72, retired dist. mgr. of U. S. Rubber Co., NYC—Mar. 27—24  
 Gallagher, John E. . . 92, retired tanning executive—Dec. 18—34  
 Gardner, Wm. W. . . 81, shoe mfr., Richmond, Me.—July 10—34  
 Gauss, Matthew Johns . . 87, shoe exec., St. Charles, Mo.—Oct. 2—30  
 Gerber, Nathan . . . 72, co-owner Gerber Shoe Co., Lawrence, Mass.—Jan. 23—47  
 Gerberich, Enos H. . . 84, shoe exec., Harrisburg, Pa.—June 5—34  
 Germanson, Julius T. . . 53, sales rep. of J. Greenebaum Tng. Co., Milw.—Jan. 16—34  
 Getsloff, Walter F. . . 61, former supt., Leverenz Shoe Co., Sheboygan—Jan. 2—36  
 Ghare, Perry . . . 64, V.P., Indianapolis Glove Co., Indianapolis, Ind.—Apr. 3—34  
 Givren, Jas. C. . . pres., E. J. Givren Shoe Co., Brockton—Sept. 25—60  
 Glaeser, Horat F. . . 75, of M. E. Clarendon & Sons, NYC.—Aug. 28—34  
 Gods, Harry H. . . tannery supt., Chicago—Oct. 2—30  
 Goldstein, Louis . . . 70, lea. exec., N. Y.—Oct. 23—30  
 Golliger, Jos. . . 53, lea. exec., Glendale, Calif.—July 24—34  
 Goodfellow, Isaac . . . 60, asst. gen'l. mgr., Shoe Form Co., Auburn, N. Y.—May 15—24  
 Goodman, A. . . hide exec., Louisville, Ky.—Aug. 28—34  
 Gratton, Jos. I. . . shoe exec., Manchester, N. H.—June 19—84  
 Greb, Erwin C. . . 60, pres., Greb Shoe Co., Ltd., Kitchener, Ont., Canada—June 12—23  
 Green, J. Larned . . . 70, slipper exec.—Feb. 6—49

## H

Hadley, Harmon L. . . 77, a founder of Hadley Bros.-Uhl Co., St. Louis—Dec. 11—38  
 Haffner, Edwin F. . . retired V.P., Haffner Bros. Co., Cincinnati, O.—Oct. 2—19  
 Hamilton, David . . . 79, tng. exec., Manchester, N. H.—May 29—34  
 Hamilton, Patrick . . . 59, shoe exec., Milw.—Mar. 13—38  
 Hart, Percy . . . 68, V.P., Knomark Mfg. Co., Brooklyn, N. Y.—Apr. 24—58  
 Hart, Waldo L. . . 78, lea. exec., Winchester, Mass.—Sept. 25—60  
 Hart, Wm. J. . . shoe exec., Manchester, N. H.—Nov. 13—34  
 Haseltine, Ernest C. . . 83, retired shoe mfr., Haverhill—Jan. 16—38  
 Hatch, Fred . . . 84, retired New England lea. merchant—Apr. 3—34  
 Hausman, Maurice A. . . 54, shoe exec., Maplewood, N. J.—July 10—28  
 Healey, Carlton A. . . 56, sales mgr., A. C. Lawrence Lea. Co.—Feb. 13—38  
 Heinrich, Milton E. . . 45, a partner in John H. Spille Co., Cincinnati—Dec. 18—34  
 Higgins, Thos. M. . . pattern exec., St. Louis—Oct. 30—20  
 Holmquist, Edwin J. . . foreman, Woodard & Wright Last Co., East Bridgewater—Jan. 23—54  
 Holson, Paul R. . . 81, shoe merchant, Arlington, Mass.—Oct. 16—83  
 Horowitz, Max . . . 59, shoe exec., Norwalk, Conn.—Oct. 30—34  
 Howes, Henry S. . . 76, tng. exec., Howes Lea. Co., Boston—Feb. 6—72  
 Hubbard, W. J., Jr. . . 78, founder, Hubbard Heel Co., Herkimer, N. Y.—July 24—34  
 Hughes, John J. . . 84, former shoe exec., Chelsea, Mass.—Feb. 13—38  
 Hunn, Simon . . . 82, prominent shoe wholesaler, Phila.—Jan. 30—34  
 Hunt, Merrill, Sr. . . 71, lea. merchant, Waltham, Mass.—July 17—34

Ineichen Geo. L. . . 71 shoe exec., St. Louis, Mo.—June 26—34  
 Ingraham, Jas. F. . . 78, retired lea. mfr., Peabody, Mass.—Sept. 18—38  
 Iorio, Frank J. . . 61, shoe foreman, Dover, N. H.—Jan. 9—34  
 Israel, E. W. . . 55, tng. executive, N.Y.C.—Feb. 13—38

## J

Jackson, Lawrence A. . . 66, USMC exec., Boston—Aug. 14—36  
 Jarens, Jacon . . . 78, founder, Capers Ballet Shoe Co., Lynn, Mass.—Apr. 24—58  
 Jenness, Wm. H. . . 48, tannery exec., Newark—Feb. 27—24  
 Junker, Anthony F. . . 65, pres., A. F. Junker Co., Everett, Mass.—Jan. 2—36

## K

Kaufman, Adolph . . . 62, chairman, Sommer & Kaufman, San Francisco—Aug. 7—38  
 Kaufman, Moe H. . . 81, former tng. exec., N.Y.C.—Sept. 25—69  
 Kenworthy, Harry J. . . 71, founder, Kenworthy Bros., Westboro, Mass.—July 10—28  
 King, Robt. . . 72, shoe factory exec., Syracuse, N. Y.—Aug. 7—38  
 Kolker, Samuel . . . 60, shoe wholesaler, Baltimore, Md.—June 26—34  
 Kozloff, Jos. . . 62, lea. exec., Chicago—Aug. 14—38  
 Kramer, Frank C. . . 79, shoe exec., Rochester, N. Y.—May 15—38  
 Kramer, Jack V. . . 57, sales mgr., Weyenberg Shoe Co., Milw.—June 12—23  
 Kulbersh, Sam H. . . 75, retired shoe wholesaler, Atlanta, Ga.—Jan. 16—38

## L

Langmaid, Wm. T. . . 84, retired lea. exec., Salem, Mass.—June 12—38  
 Larkin, Jas. J. . . 89, lea. exec., Boston, Mass.—Oct. 16—83  
 Lawrence, Chas. H. . . 89, former treas., Lawrence-Kelley Co., Inc.—Mar. 20—38  
 Leas, Leroy P. . . 79, treas., Leas & McVitty, Inc., Phila.—July 10—34  
 Lefebvre, Jos. B. . . 69, shoe chain operator, Montreal—Jan. 23—54  
 Lemay, Ernest L. . . 71, shoe exec., Manchester, N. H.—June 19—84  
 Lenfesty, Nathan C. . . 64, shoe exec., Summit, N. J.—Aug. 14—38  
 Levy, Arthur . . . 66, retired handbag mfr., Westport, Conn.—Aug. 28—34  
 Lincoln, Lee H. . . 71, founder, L. H. Lincoln & Son, Inc., Coudersport, Pa.—Oct. 16—94  
 Lindquist, John A. . . 35, exec., vice-pres., Packing House By-Products Co., Chicago—Jan. 30—34  
 Lippman, Jas. A. . . 64, prominent shoe wholesaler, Boston—Sept. 18—38  
 Lopresti, Charles . . . 67, women's shoe designer—Dec. 18—34  
 Lourie, Alexander . . . 66, co-founder, Int'l Shoe Shank Co., Boston—Dec. 11—38  
 Lubell, Morris . . . 58, lea. merchant, Brooklyn—Dec. 11—38  
 Lunder, Michael . . . 51, pres., Lunder Shoe Corp., Dover, N. H.—Mar. 6—30  
 Lustig, Jos. . . 95, prominent shoe merchant, Youngstown, O.—May 22—47  
 Lyons, Nathaniel P. . . 48, pres., Saco-Moc Shoe Corp., Portland, Me.—Apr. 24—58

## M

MacDonald, Roy G. . . 63, USMC exec., Beverly, Mass.—Sept. 18—24  
 MacKenzie, Don. . . 88, retired shoe exec., Corry, Pa.—Sept. 11—36  
 Macrae, Wm. . . 73, lea. dealer, N.Y.C.—Feb. 13—38  
 Marshall, Wm. J. . . 78, shoe exec., Goffstown, N. H.—Sept. 18—38  
 Martin, Wm. T. . . 83, retired ftwr. wholesaler, Ottawa—Jan. 2—36  
 Mason, Paul H. . . 58, shoe mchy. exec., Cape Cod, Mass.—July 17—26  
 McIntosh, Paul P. . . 74, shoe supt., Binghamton, N. Y.—Aug. 14—38

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McLean, Jas. S. . . . 78, prominent Canadian packer, Toronto—Sept. 11—42  
 McPhee, Jas. V. . . . 74, retired USMC exec., Claremont, N. H.—Sept. 18—38  
 McVitty, Edw. Q. . . . 79, tng. exec., Princeton, N. J.—May 1—19  
 McWhenny, Marcus W. . . . 68, shoe exec., Quincy, Mass.—Apr. 3—34  
 Menihan, Jeremiah G. . . . 80, founder, Menihan Shoe Co., Rochester—Jan. 30—34  
 Merritt, Chas. M. . . . pres., Whittmore-Wright Co., Inc., Charlestown, Mass.—Aug. 21—147  
 Miller, E. A. . . . 60, founder, A. E. Miller & Sons, Salt Lake City Meat Packer—Aug. 28—34  
 Miller, John M. . . . 48, V.P., Hagerstown Shoe Co., Hagerstown, Pa.—Jan. 9—34  
 Mills, David B. . . . 50, official, Wolverine Shoe & Tng. Corp., Rockford, Mich.—Dec. 11—38  
 Mondria, Napoleon . . . 84, pioneer wood heel mfr., Haverhill, Mass.—May 8—35  
 Morrison, Carl F. . . . 53, trade correspondent, El Centro, Calif.—May 22—48  
 Morse, J. Ellison, Sr. . . . 78, pres., Morse Blacking Co., Danvers, Mass.—Apr. 3—21  
 Mucci, Ralph . . . 58, pres., Mucci Bros., Newark—Jan. 9—34  
 Mueller, Louis L. . . . 56, lea. goods exec., Milw.—Oct. 23—30  
 Murphy, Francis J. . . . 58, shoe exec., Natick, Mass.—July 31—34  
 Myers, Clinton N. . . . 78, shoe mfr., Hanover, Pa.—July 31—34  
 Myers, Louis . . . 62, supt., Victory Shoe Co., Brockton—Mar. 13—38

## N

Nauen, Albert G. . . . 58, of Simons Hide & Skin Corp., Boston—Feb. 27—50  
 Newcomb, Chas. W. . . . 63, mgr., Leighton Heel Co., Auburn, Me.—Aug. 7—35  
 Nusser, Albert J. . . . 73, lea. exec., Ballston Spa, N. Y.—Feb. 20—135  
 Nute, Alfred D. . . . 101, former shoe exec., Somerville, Mass.—Aug. 21—147

## O

Obee, Lindsay . . . 68, shoe exec., Aurora, Ont.—Feb. 20—76  
 O'Brien, Miss Margaret A. . . . 75, retired treas., K. J. Quinn & Co., Boston—June 19—48  
 Ochs, Leo M. . . . shoe designer, Manchester, N. H.—Oct. 2—30  
 O'Shea, Geo. A. . . . lea. exec., Lynn, Mass.—Feb. 6—72  
 Ostrov, Louis . . . 66, pres., Louis Ostrov Shoe Co., Ohio—Jan. 23—54

## P

Parker, J. Edgar . . . 79, former shoe exec., Swampscott, Mass.—Nov. 20—72  
 Patch, Dr. Richard . . . 66, vice-pres., E. F. Houghton & Co., Phila.—Nov. 20—72  
 Paul, Frederick H. . . . hide and skin exec., N.Y.C.—June 5—34  
 Pilar, John O. . . . 72, lea. finishing firm exec., Newark, N. J.—Aug. 7—38  
 Piper, Henry D. . . . 85, lea. and fabric exec., Boston—Apr. 10—38  
 Place, Winfred A. . . . lea. goods exec., Worcester, Mass.—Mar. 20—38  
 Plansoen, Hector . . . 68, vice-pres., Federal Lea. Co., Belleville, N. J.—May 22—47  
 Post, Dr. Chas. I. . . . 56, of Nopco Chem. Co., Harrison, N. J.—Oct. 30—20  
 Poudrier, Wilfred J. . . . shoe exec., Brockton, Mass.—Oct. 23—30  
 Purtell, John H. . . . lea. mchy. exec., Woburn, Mass.—Feb. 27—24

## R

Radoff, Abe . . . 58, shoe exec., Manchester, N. H.—June 12—38  
 Rafferty, Edw. J. . . . 52, hide and skin exec., Pittsburgh, Pa.—Sept. 4—22  
 Rankin, Burt W. . . . 85, head of Hunt-Rankin Lea. Co., Boston—Aug. 14—36  
 Rector, Roy J. . . . 64, shoe foreman, Int'l. Shoe Co., Hermann, Mo.—Jan. 23—54  
 Reed, Paul R. . . . 70, retired founder of Atlantic Lea. Co., Inc., Boston—Feb. 20—135  
 Richmond, T. A. . . . 90, retired Mass. shoe foreman—Jan. 23—47  
 Riley, John J. . . . 72, rawhide broker, former vice-pres., Richard Young Lea. Co.—Feb. 27—50  
 Risberg, Carl T. . . . 65, lea. belting exec., Milw.—Oct. 2—19  
 Roden, Michael . . . 74, hide exec., Grand Rapids, Mich.—Dec. 11—38  
 Rosenbaum, Nathan . . . 69, shoe exec., Cincinnati—Mar. 6—46  
 Rosenthal, Samuel . . . 53, purch. agent, Korn Lea. Co., Peabody, Mass.—Sept. 18—38  
 Ross, Chas. E. . . . 80, retired shoe exec., Westerly, R. I.—Sept. 11—42  
 Rothman, Louis . . . 49, lea. salesman, Lorain, Ohio—Apr. 3—34  
 Rubino, Frank . . . 43, pres., Gen'l. Lea. Co., Newark, N. J.—Feb. 20—135  
 Rumpp, Paul T. . . . 80, former dir., C. F. Rumpp & Sons, Inc., Phila.—Mar. 27—38

## S

Sandler, Philip . . . 60, vice-pres., A. Sandler Shoe Co., Boston—Sept. 4—38  
 Savage, Bernard . . . 51, pres., Northeastern Lea. Sportswear Co., Boston—June 5—34  
 Saxe, Alexander . . . 69, pres., Saxe Cutch Corp., N.Y.C.—Feb. 20—76  
 Schanz, Louis C. . . . 59, shoe exec., Binghamton, N. Y.—Oct. 9—42  
 Schieren, Harrie V. . . . 72, former pres., Chas. A. Schieren & Co.—Mar. 6—46  
 Schmank, Jos. F. . . . 55, Vulcan Corp. representative, Milw.—Oct. 30—20  
 Schrader, Henry T. . . . 79, vice-pres., Huch Lea Co., Chicago—May 29—34  
 Schumacher, Henry C. . . . 70, former tng. exec., Milw.—Sept. 25—69  
 Sequist, Fred E. . . . 59, shoe exec., Norwell, Mass.—Nov. 20—74  
 Seiderman, Jack . . . 63, pres., Shawmut Lea. Co., N.Y.C.—May 15—38  
 Senn, Frederick . . . 45, shoe exec., St. Louis—Sept. 25—60

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Shaw, Ernest L. . . 80, retired lea. exec., Brockton, Mass.—Oct. 23—39  
 Shaw, Leon A. . . 77, shoe foreman, Haverhill, Mass.—Aug. 14—38  
 Sheldon, Artemas B. . . 73, lea. goods exec., Utica, N. Y.—Sept. 11—42  
 Sherry, C. James . . . 61, pres., Medway Shoe Corp., Medway, Mass.—  
 July 10—34  
 Silver, Harry . . . 63, shoe merchant, Chicago—June 5—20  
 Silverthorn, Addison . . . 50, lea. exec., Milw.—July 17—34  
 Simon, Morris . . . 80, pres., Prudential Shoe Mfg. Co., Inc., Brooklyn—  
 July 24—34  
 Simons, E. Naudain . . . former V.P., Wm. Amer. Co., Phila.—Sept.  
 25—60  
 Simpson, Elliot E. . . pres., Elliot W. Simpson Enterprises, N.Y.C.—  
 Oct. 9—42  
 Smith, Samuel K. . . 63, lea. products mfr., Chicago—Dec. 4—30  
 Snider, Melvin M. . . 40, pres., Brezner Tng. Corp., Div. Allied Kid Co.  
 —Feb. 27—50  
 Solomon, Herman F. . . 53, pres., Jay Barton, Inc., Milw.—July 3—30  
 Sortwell, Wilfred T. . . 41, lea. exec., Winchester, N. H.—Nov. 13—34  
 Spiro, Jacob M. . . 65, lea. salesman for Blanchard Bro. & Lane—  
 July 24—34  
 Sterenson, Sam . . . 67, founder of The M & S Hair Drawing Co., Chicago  
 —Apr. 24—58  
 Stern, Frederick M. . . 50, tanner, Milwaukee—Aug. 14—36  
 Stone, Benj. B. . . 64, lea. exec., Brockton, Mass.—Nov. 20—72  
 Stopplek, Alex. . . 61, founder, Boyertown Shoe Corp. of Boyertown and  
 Quaker Shoe Corp., Allentown, Pa.—May 8—38  
 Strassner, Frank J. . . 72, retired shoe wholesaler, Springfield, Pa.—  
 Sept. 11—42  
 Straw, Jos. E. . . 85, retired shoe exec., Carlisle, Pa.—Aug. 21—147  
 Sues, Louis B. . . 78, retired lea. exec., Wauwatosa, Wisc.—Nov. 20—74  
 Sullivan, Jere A. . . lea. exec., London, Ont., Canada—Oct. 16—94  
 Sullivan, John F. . . 87, retired shoe exec., Weymouth, Mass.—Sept. 4—38  
 Sutherland, Edw. H. . . 60, retired buyer for shoe factories—Feb. 27—50  
 Swenson, J. Maurice . . shoe mchy. mfr., Manchester, N. H.—Sept.  
 25—70  
 Sydesman, Abraham . . . 96, pioneer rubber products mfr., Jamaica Plain,  
 Mass.—May 1—34

## T

Tarbox, C. Frederick . . . 70, lea. exec., Boston, Mass.—Nov. 6—95  
 Taylor, Thos. E. . . former vice-pres., Miller-Taylor Shoes Co., Columbus,  
 Ga.—Jan. 16—38  
 Thayer, Lewis N. . . 67, last exec., Whitman, Mass.—Mar. 27—38  
 Thomson, Wm. E. . . 72, retired lea. mfr., Ocean Grove, N. J.—Aug.  
 14—39  
 Titter, Walter P. . . 80, tanners agent, Rochester, N. Y.—Oct. 2—30  
 Toole, John J. . . 42, vice-pres., Krippendorf-Dittmann Co., Cincinnati  
 —Jan. 23—54  
 Trausk, Julia A. . . 80, retired shoe exec., Brockton, Mass.—May 29—34  
 Traud, Wm. A. . . 66, mchy. exec., Newark—Mar. 6—46  
 Turner, Homer A. . . 55, shoe supt., Chaffee, Mo.—Aug. 14—38

## U

Urbanaki, Edw. F. . . tannery exec., Salem, Mass.—July 10—28

## V

Van Derslice, Thos. L. . . 59, pres., John R. Evans & Co., Camden, N. J.  
 —May 22—45  
 Van Kries, Chas. . . 72, sales exec., J. Greenebaum Tng. Co., Chicago—  
 Feb. 6—72  
 Vigneault, J. Henry . . . shoe exec., Montreal, Que., Canada—Oct. 30—34

## W

Ward, John R. H. . . 64, founder of John Ward Leather Co., Mil-  
 waukee—Dec. 18—34  
 Watson, Jos. . . 81, shoe merchant, San Antonio—June 19—84  
 Weber, Otto A. . . 64, shoe exec., St. Louis—Apr. 3—34  
 Weeks, Warren A. . . 79, shoe exec., Brockton, Mass.—Mar. 6—30  
 Weil, Fred J. . . 48, shoe stylist; vice-pres., Packard-Relin, Inc., Milw.—  
 Feb. 27—24  
 Weiss, Morris . . . 62, pres., Triangle Shoe Co., Wilkes-Barre, Pa.—  
 —May 8—38  
 Welts, Raymond E. . . 53, adv. mgr., Dewey & Almy Chem. Co., Cam-  
 bridge, Mass.—Sept. 25—60  
 Wesp, Sidney E. . . 74, shoe mfr., Los Angeles, Calif.—Sept. 18—24  
 White, Jas. M. . . 80, retired foreman, Manchester, N. H.—Apr. 24—58  
 Whitley, Ernest A. . . 70, associated with Frederick Whitley & Co.,  
 Montreal, Que.—Oct. 2—30  
 Widen, Peter J. . . of R. J. Widen Co., No. Adams, Mass.—July 31—21  
 Wildes, W. Fred . . . lea. exec., in New England sole lea. industry—  
 Mar. 20—38  
 Wilkinson, Ray L. . . 63, shoe supplies mfr., Salem, Mass.—Apr. 17—62  
 Williams, Forrest L. . . 57, shoe mfr., Portsmouth, O.—July 3—30  
 Williams, G. Horace . . . 82, sole lea. exec., Williams Cut Sole Co.,  
 Boston—Jan. 30—34  
 Wishner, Ben . . . 57, hides and skins exec., Milw.—Feb. 20—76  
 Wittman, Jos. P. . . pres., Wittman, Moriarity & Co., hat lea. producer  
 —Feb. 13—38  
 Wolf, Jacques P. . . 80, founder and pres., Jacques Wolf & Co., Passaic,  
 N. J.—Jan. 30—18  
 Wood, John . . . representative of Brown Shoe Co.—July 17—34

## Z

Zeller, G. Frederick . . . 52, pres., G. F. Zeller Sons, Inc., Buffalo—  
 —July 10—28

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 FRINGE TREATMENTS by Norman Potter (5 designs)—June 5—10

GIRLS' Spring-Summer Ftwr. Fashion Report (4 designs)—Aug. 21—40  
 GLITTER for the Elegant Look (6 designs)—Oct. 30—8

New HEELS for Fall (20 heels)—Apr. 24—44  
 HEEL-LESS High Style Shoe by Perugia—Dec. 11—4

Women's Dress Shoes with ILLUSION HEELS (4 designs)—July 31—8  
 INFANTS' SHOES Spring-Summer (1955) Fashions by J. B. Reinhart, Jr., D. H. Kreider and R. J. Potvin—Oct. 16—59  
 ITALIAN INFLUENCE in Men's Shoes—Oct. 23—15

Popular Price JUVENILE Spring-Summer Shoe Styles—Nov. 20—26  
 JUVENILE FTWR. for Summer (2 styles)—Sept. 25—33

KIDSKIN for Fall by Ben-Berk (6 designs)—Feb. 20—56

For the Love of LEATHER (6 grains & 6 designs)—Sept. 25—28  
 The LEATHERS and Their Shoe Interpretations (6 designs)—Aug. 21—33  
 LEATHERS for Spring-Summer (1955) Fashions, by Dorothy Adams, Dorothy W. Anderson, Eleanor Eisenkrantz and Barbara Trent—Oct. 16—60

LITTLE BOYS' Spring-Summer Styles (6 designs)—Sept. 25—27  
 LITTLE BOYS' SHOES Spring-Summer (1955) Fashions, by Jos. McCaffney, A. S. Kreider, Jr., E. M. Culver and Roblee McCarthy—Oct. 16—57  
 LITTLE GIRLS' Spring-Summer Styles (6 designs)—Sept. 25—26  
 LITTLE GIRLS' SHOES Spring-Summer (1955) Fashions, by Fred J. Weber, Robt. F. Gerwin and H. C. Levy—Oct. 16—56  
 LOW HEELED Shoes for Fall by Ben Berk (6 designs)—May 1—28

MEN'S Shoe Styles (4 designs)—Apr. 24—49  
 MEN'S Spring-Summer Ftwr. Fashion Report (4 designs)—Aug. 21—39  
 Popular Price MEN'S Spring-Summer Styles—Nov. 20—22  
 MEN'S Shoe Styles (3 designs)—Nov. 27—9  
 MEN'S FTWR., Color Barrier Smashed (7 designs)—Sept. 25—22, 23  
 MEN'S FORMAL Ftwr. (2 designs)—Sept. 25—34

MEN'S SHOES — Spring-Summer (1955) Fashions, by Alan Goldstein, Stanley Bozaich, Henry Lipton, H. E. Lynch, Duke Rose, M. Robt. Shaffer, G. C. Loucks—Oct. 16—38-42  
 High Style on MID HEELS by Fred Kahn (7 designs)—Apr. 17—30

OLDER-AGE Ftwr. (2 designs)—Sept. 25—35

PARTY FLATS by United Shoe Pattern Co. (7 designs)—June 19—42  
 Pattern in PATENT by A. Lewis (5 designs)—Feb. 20—60  
 Buttoned, Buckled and Be-jeweled PATENT Shoes by Famolare of Boston (6 designs)—Mar. 13—30  
 "Radical" Style Trends Dominate PPSS—Nov. 20—17

REPTILE COMBINATIONS for Fall by John Tones (6 designs)—Feb. 20—54  
 New Look in Fall REPTILES, designed by United Shoe Pattern (6 designs)—Feb. 20—48

Women's Spring Shoe Styles from ST. LOUIS (7 photos)—Sept. 18—13  
 SHOE FABRICS—Spring-Summer Fashions by Lucille Haley and Sylvia Davidson—Oct. 16—63

SHOE ORNAMENTS (Bows, etc.)—Apr. 24—48  
 Designs in SIDE LEA. for Men by Mel Snow (5 designs)—Feb. 20—49  
 SIDE LEA. Designed for Teens by Rudberg (5 designs)—Feb. 20—58

Children's Styles in SIDE LEATHERS for Fall by Hedwig (5 designs)—Feb. 20—53  
 SPRING-SUMMER (1955) Shoe Styles (12 designs)—Oct. 16—25  
 SUBURBAN Ftwr. (2 styles)—Sept. 25—32  
 TEEN BOYS' Spring-Summer Ftwr. (3 designs) Sept. 25—25  
 TEEN GIRLS' Spring-Summer Ftwr. (4 designs)—Sept. 25—24  
 TEENAGE SHOES, Spring-Summer (1955) Fashions by Theima C. Neunebel, Jack Sandler and Edith E. Henry—Oct. 16—52  
 Shoe Designs by John TOMES—Feb. 13—18  
 TRIMMED SHOES by United Shoe Pattern—Jan. 30—9  
 TWO-TONED and Trimmed Shoes for Spring (6 designs)—July 17—10  
 VACATION Ftwr. (2 styles)—Sept. 25—32  
 Fall VAMP Decor (13 designs)—Apr. 24—45  
 WOMEN'S Shoes (11 styles)—Apr. 17—49  
 WOMEN'S Spring-Summer Ftwr. Fashion Report (4 designs)—Aug. 21—52  
 WOMEN'S & Girls' Shoe Styles (5 designs)—Nov. 27—10  
 Popular Price Spring-Summer WOMEN'S CASUALS & Dressy Flats—Nov. 20—32  
 Popular Price Spring-Summer WOMEN'S DRESS SHOES—Nov. 20—30  
 WOMEN'S FTWR., Costume-Keyed (9 designs)—Sept. 25—20, 21  
 WOMEN'S SHOE DESIGNS Created for PPSSA (14 designs)—Nov. 20—35  
 WOMEN'S SHOES — Spring-Summer (1955) Fashions, by Ruth Klump, Fale Joyce, Bernice M. Shafton, Betay Yeomans, Johnnie Walsh, A. J. Brauer, Jr., Jack Rogers, Walter Braun, Victor Colton, and Archie Bregman—Oct. 16—47-50  
 Popular Price Spring-Summer WOMEN'S SPORT & Weit Shoes—Nov. 20—34  
 Men's Casual WORK SHOES (2 designs)—Sept. 25—33  
 YOUNG MEN'S SHOES Spring-Summer (1955) Fashions, by E. A. Craver, Gordon J. Wilson, Gordon T. Ferrie and Walter J. Johnson—Oct. 16—53  
 Play Fashions for YOUNGSTERS' Shoes (6 designs)—Aug. 7—18

## PHOTOS AND ILLUSTRATIONS

### A

ADRIEN X-Ray Shoe Inspector—May 29—18  
 AFRICAN Ftwr. Fashions—Jan. 9—4  
 ALSOP Award Winner: Robt. Lollar—June 19—17  
 Merit Award to AMER. HIDE—Nov. 13—20  
 ALCA Conv. Pictures (108 photos)—June 19—17 to 81  
 Holders of ALCA Honorary Life Memberships—June 19—20  
 Expanded ANDREWS-ALDERFER Plant—Jan. 9—12

### B

Kit for Making BABIES' SHOES at Home—May 8—4  
 BARRETT and Martin on TV—May 29—15  
 BASKET WEAVE Plastic Mtl.—Sept. 4—34  
 BASKET WEAVE Embossed Lea.—Sept. 11—18  
 Gil McDougald Named Dir. of A. S. BECK'S Youth Foundation—Mar. 20—23  
 Harry H. BECKWITH, Honored on Golden Anniv.—Oct. 30—18  
 Stripping Mch. by BESSETT—Feb. 27—12  
 BLACKHAWK TANNERS Booth at Products of Ind. Exhibit—Jan. 30—14  
 BOSTON Golf Tournament Candida (5 photos)—June 19—40  
 BOSTON Tournament Candida (12 photos)—June 19—58  
 BRAIDED STRAW & Cornelle Embroidery—Sept. 4—33  
 "BRANDICAP" Len. Products (10 photos)—Mar. 20—11, 12 & 13  
 BRITISH Shoe Machines—Aug. 7—13  
 BROCKTON CUT SOLE Producing Polyethylene Counters—Apr. 17—35  
 Little Girls' Service Sandals by BROWN SHOE—Aug. 28—21  
 New Fan BUCKLE and Flap Buckle by Ronci—Mar. 13—16  
 Slender BUCKLE—Sept. 4—30

### C

Plastic "See-Thru" CABINETS—Oct. 16—79  
 CHILD'S FOOT with 8 Toes—July 10—12  
 "Baby Deer" CHILDREN'S Shoes by Trim-



*Season's Greetings from*  
**LLOYD LABORATORIES**  
*Manufacturers of Leather Emulsion Finishes*  
**Peabody, Massachusetts**



foot—Sept. 11—24  
 CHROME Lea. Close-Up—Jan. 30—15  
 CINCINNATI Outing Candids (15 photos)—July 3—14  
 New Boots for the CISCO KID—Aug. 7—16  
 COLOR METER for Upholstery Lea.—Oct. 16—84  
 COMPO'S New High Speed Pump and Oxford Forming Mch.—Apr. 3—27  
 COMPO SHOE MCHY. Corp. Executives—Jan. 30—17  
 Retiring Employees of COMPO SHOE MCHY.—Nov. 27—14  
 Combining CONVEYOR by American Safety Table Co.—Feb. 27—10  
 Black Lea. COVER-ALL—Jan. 16—4  
 Frank CRYSTAL Anniv. Stag Dinner Candids (5 photos)—Nov. 6—47  
 Experimental Hydraulic CUTTING MCH. by USMC—Feb. 27—11

## D

DEASY, Dr. Clara L., and Dr. Fred O'Flaherty—Feb. 6—56  
 Mark B. DEITSCH Wins Hess Bros. Annual Award Contest—Jan. 30—12  
 "Rover Shoes" for DOGS—Apr. 10—4  
 DOW CORNING CORP. Automatic Flexer—Apr. 17—28

## E

EASTMOR'S "East-No-Lint" Suede—June 26—15  
 ELECTRO-VENT System—July 24—14  
 New EMBOSSED LEATHERS—Sept. 11—16  
 EMBROIDERY and Electronics by Daniels Mfg. Co.—Feb. 27—27

## F

Two Shoes of New FABRICS—Mar. 13—16  
 FACTORY MANAGEMENT CONFERENCE Candids (62 photos)—Feb. 27—14, 15, 16, 44, 45 & 48  
 Roller Die Cutter by FALLS ENGR. & Mch. Co.—May 15—14  
 FAMILY Shoe Fashions (6 designs) by Harry Snyder—May 15—18  
 Evelyn FARBER and Portland Retailers—Sept. 25—51  
 Shoe Ind. Reps. on FASHION INST.—June 12—31  
 FAYBERTS Display Import Collection—Sept. 25—55  
 Madame FONTANA, Italian Shoe Designer—Oct. 9—4  
 Original S. B. FOOT Tng. Co. Plant and Present One—Aug. 14—30  
 Children's FOOT FITTING Shoe Box—Oct. 16—4  
 New FOOTBALL SHOE by U. S. Rubber—Mar. 20—17  
 FRUIT TRIMS for Shoes—Sept. 4—32  
 "Ranchettes" by John A. FRYE Shoe Co.—May 29—4

## G

Lea. Ensemble Worn by Eva GABOR—Feb. 20—6  
 GEN'L SHOE Officers Discuss "Friendly Franchise" Program—Nov. 6—62  
 The New GEOMETRIC LAST—Oct. 30—FC  
 GIRLS' Dress Shoes—May 22—38  
 TC Honors GLASS for 25 Yrs. Service—Nov. 6—53  
 GOLD-TONED Shoe Trims—Sept. 4—34  
 GOLF SHOE with Addition of Mesh—Jan. 9—8  
 GOODYEAR Top Level Execs.—Jan. 9—13  
 New Pleatex GORING by Thos. Taylor—Aug. 21—68  
 Elast. Straw & Velvet Finish GORING—Sept. 4—34

## H

HARLEQUIN Print Cotton—Sept. 4—32  
 Yale Electric HIDE HOIST—Feb. 27—23  
 Outing of HIDE & LEA. ASSN. of Chicago Candids (8 photos)—July 31—17  
 HOG CORDOVAN Lea. Shoes—May 1—9  
 Contrast in HOG SKIN Structure (2 photos)—May 1—12  
 Growing Shoes from HOLLAND—Apr. 3—4  
 Leather "Boxing Gloves" for HORSE-BOXING—May 22—4  
 New Zipper Arrangement for Shoes by HOWARD & FOSTER—Feb. 13—16  
 HYDRAULIC MOULDING Press—Dec. 11—16

IKE'S Favorite Golfing Shoes—Jan. 16—11  
 IKE'S AND MAMIE'S Shoes—Jan. 16—11, 12 & 13  
 IMPRINTING Machine by Markem Mch. Co.—Sept. 11—18  
 Steering Committee of INDEPENDENT SHOE-MEN—May 8—13  
 Sixteen Employee-Models of INT'L SHOE—Aug. 7—23  
 Execs. of INT'L SHOE and Savage Shoes—Oct. 2—10  
 ISMC Sales Meeting—July 24—12  
 30th Anniversary of IRVING TNG. CO.—Aug. 14—32  
 ITALIAN INFLUENCE in Men's Shoes (5 designs)—Oct. 2—18

## J

Kid's Boot Case by H. J. JUSTIN, Inc.—May 15—5  
 JUSTIN'S Wellington-type Farm Boot—Oct. 9—17

## K

Four Principals of Archie KAPLAN Leathers—May 22—43

## L

New "LARIAT" Stitch—Feb. 27—11  
 New LAST "Speed-E-Slip"—Feb. 27—9  
 Signing Contract for New LAWRENCE Maine Tannery—June 5—18  
 LAWRENCE Officials Break Ground for New Plant—Sept. 4—10  
 LEATHER Highlighted in Apparel Fashions (4 photos)—Aug. 21—74  
 LEATHER ART by Norman D. Baker—Sept. 11—21  
 Applications of LEA. DUST—May 29—12

Glass Fabrics Containing LEA. DUST—May 29—14  
 ALL LEATHER ENSEMBLE—Jan. 2—4  
 LEATHER GLOVES, \$60—Mar. 13—4  
 LEAVENWORTH Inmates Packing Shoes for Shipment—Mar. 13—9  
 Five Generations of LINCOLNS—Aug. 14—16  
 LOOMED LEA. on Men's Shoes—Aug. 21—82

## M

MANGE at Work (4 photos)—June 12—14, 15  
 MAN'S SHOE, 10 Yrs. Old—May 8—12  
 Sen. McCARTHY'S Special Shoes (2 photos)—Apr. 3—14  
 MEN'S ELASTICIZED Loafer—Apr. 17—35  
 MEN'S SHOES for Late Summer and Early Fall—Apr. 17—53  
 John METZ Examines Some Unusual Leathers—Oct. 9—11  
 MILWAUKEE Annual Outing Candids (11 photos)—July 3—19  
 Headline Speakers, MILW. TNG. SYMPOSIUM—Jan. 23—11  
 Collection of Over 600 MINIATURE SHOES—July 31—12  
 MINK Shoe Bow—Sept. 4—32  
 MONDL'S New Leisure Shoes for Men (5 styles)—July 3—7  
 MOTORIST SHOES with "Gas-Pedal Arch"—Sept. 18—4  
 MOYNAHAN, Moynihan and Moynihan—Aug. 21—63

## N

New Directors of NHA—Nov. 6—54  
 NEW CLOTHES and Old Shoes—Feb. 6—57  
 NESFSA Banquet (10 photos)—Jan. 23—17  
 NESLA 85th Annual Meeting—Jan. 23—32  
 New and Old Officers of N. E. TANNERS' CLUB—May 8—14  
 NO. AMERICAN SHOE Group (4 photos)—Oct. 2—12  
 Joanne NORTON'S Lea. Ensemble—Mar. 6—4  
 X-Ray Photo Showing Inside NYLON—Nov. 6—4  
 NYLOSTRAW Mesh Mtl.—Sept. 4—32

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 and many other applications*

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 lacquer base or a water  
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O  
O'CONOR and Godfrey Bostock—Oct. 23—12

P  
"PIGS-KIN" Wall and Floor Tiling by Kiefer—Jan. 30—16  
Officers & Members of PLASTIC Coatings & Film Assn.—Feb. 20—94  
PLASTIC Shoe Trimming by Pero & Daniels—Mar. 13—16  
PLASTIC PEARLS for Shoes—Sept. 4—29  
PLASTIC TEARDROP Shoe Trimmings—Sept. 4—34  
PLASTICS INJECTION Molding Mchs. by Hydraulic Press Mfg.—Nov. 27—18  
Reverse PLATFORM Weltting by Harbour—Feb. 27—13  
Style Committee Heads of PPSAA—Mar. 27—10  
PPSAA Fashion Committee—Apr. 3—28; October 30—19  
PRIMA'S Award Winner—Jan. 23—4  
Prize Winning PULLOVERS at St. Louis—May 5—18  
PUPPET Shoe Store at NSF—Oct. 2—8  
PUSH-BUTTON Control Board—Jan. 16—18

R  
Silver Oscar Award to Edgar E. RAND—Nov. 13—18  
New REGANO BOX TOE Plant—Nov. 20—51  
Pompadour RIBBON BRAID—Sept. 4—31  
Three Radtke Bros. of RUEPING—May 15—13  
Fred RUEPING Tannery Photos—Aug. 7—8, 9

S  
Members of ST. LOUIS Shoe Fashion Board—Jan. 9—11  
Members of Shoe Fashion Board of ST. LOUIS—Apr. 3—20  
ST. LOUIS SHOE MFRS. Meeting for Fall Show—Jan. 30—19  
Publicity Committee of ST. LOUIS SHOE MFRS. ASSN.—Feb. 20—78  
Entertainment Committee of ST. LOUIS SHOE MFRS. ASSN.—Apr. 17—26

Members of SLSMA at Luncheon—July 10—16  
Mayor Proclaims ST. LOUIS SHOE WEEK—Mar. 20—15  
Sidney L. SCHIFF Honored—Dec. 11—24  
SCHWEINIGEL CLUN'S Annual Outing (11 photos)—Oct. 23—10  
SEA LEOPARD Shoe Leather—Dec. 18—4  
New SEWING MACHINE Stand—Oct. 2—14  
SHOE-of-the-Month by SLSMA—Feb. 6—4  
Million Dollar SHOE COLLECTION—Oct. 2—6  
New Officers of SHOE & LEA. COUNCIL of Canada—Oct. 16—65  
Lea. and Nylon Weave by SHOE-MAKER FABRICS—Sept. 4—20  
SHOE RETAILERS-of-the-Year—June 5—17  
SHOE WEIGHT Differences of 3 Processes—July 3—13  
New RAB 3-Step SKIVER—Feb. 27—9  
Geo. L. SMITH Receives NASCS Scroll—May 15—23  
STAPLE-FASTENING at Brown Shoe Co.—Aug. 7—14, 15  
Examine New Developments in Tng. Equip. at Chas. H. STEHLING Co.—Feb. 20—66  
STEHLLING Presents Naoyuki Kochi with Sales Award—July 17—16  
Charcoal Brown Men's Shoe by STETSON—Aug. 7—17  
Imported Stretchable STRAW—Sept. 4—30  
Stretchable STRAW and Heel—Sept. 4—31  
Simulated STRAW Shoe—Sept. 4—34  
STRING BOWS for Shoes—Sept. 4—32  
SUEDE BOW TIES by Carr Lea. Co.—Aug. 28—4

T  
TANNERS' CONVENTION Candida (65 photos) May 22—60 thru 67  
TANNERS' CONV. Candida (6 photos)—Nov. 13—16  
TANNERS' FALL CONVENTION Candida (84 photos)—Nov. 6—12-78  
TANNERS' PRODUCTION CLUB'S Presidents—June 19—47  
New Men's Formal Shoe Style by Thos. TAYLOR—Apr. 10—16  
"Fashion in Motion" Shoes by Thos. TAYLOR (3 photos)—Apr. 10—16  
Leather TEXTURES (14 types)—Apr. 24—46  
Gov. THORNTON'S New Boots—May 1—4  
Decorated TOENAILS with Decals—June 26—4  
Novelty Shoe TRIMMINGS—Apr. 10—15  
New Shoe TRIMMINGS by General Stay—Sept. 4—33  
Planning 210 ABSTs. Book Campaign—Feb. 6—58

210 ASSOCIATES Tournament Winners—Aug. 7—12

U  
UNDERLAY Material—Sept. 4—35  
New Shoe Tipping Mch. by UNION SPECIAL—Aug. 7—15  
Five USMC Employees, with More Than 50 Yrs. Service—May 15—14  
Top Officials of USMC—July 3—11  
Overseas Visitors from British USMC—Oct. 23—16  
USMC'S Research Equipment—Apr. 10—12, 13  
USMC'S Plastic Roll Cement—Apr. 10—14  
USMC'S Breast Leaf Splitting Mch.—July 17—17  
All-Purpose Form in UPPER SHAPING Mch. by Freeman—Feb. 27—12

V  
New Home of VOGUE SHOE CO., Los Angeles—July 24—20  
Salesroom of P. H. VOLK & Co.—June 12—12

W  
Prize Winners at WASH. Univ. Class in Shoe Design—June 28—31  
WASH., D. C. Opening of "Leather Industries on Display"—Mar. 6—30  
WATER REPELLENCY of Duralene Finished Lea.—Aug. 28—14  
WAUKEGAN Golf Outing Sandals (6 photos)—Sept. 4—15  
Printed WELTING and Woven Lea.—Sept. 4—33  
Slip-on Moccasin by WINTHROP SHOE—Oct. 30—12  
Men Behind Scenes at WISC. TNG. SYMPOSIUM—Jan. 23—31  
Winner of Wolff INTERNATIONAL award—Dec. 18—18  
WOMEN'S Storm-Wear—Jan. 9—8  
Men's WORK SHOE with Vinafoam—Sept. 4—33  
WOVEN LEATHER & Nylon for Shoes—Sept. 4—29

Y  
YOUNG Boys' and Young Misses' Shoe Styles (4 photos)—Apr. 17—57

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## PORTRAITS

Abel, Walter L.—Oct. 2—13  
Adams, Dorothy—Oct. 16—60  
Allen, Geo. A.—Jan. 30—22  
Alperin, Ellis C.—Feb. 27—22  
Amos, Ralph G.—Sept. 25—45  
Anderson, Arthur D., Jr.—Sept. 25—57  
Anderson, Mrs. Dorothy W.—July 24—16; Oct. 16—60

Beachley, Orville T.—Nov. 20—54  
Bennett, Stanley W.—Nov. 27—25  
Bertrand, Dominique—Oct. 16—65  
Birch, Frank V.—Oct. 2—19  
Blackie, Wm. M.—Apr. 10—32  
Blackford, Dennis A.—Sept. 4—21  
Blair, Thos. C.—May 1—17  
Bloxtom, R. C.—Apr. 17—35  
Booms, Harold E.—Mar. 20—18  
Boudrot, Augustus H.—Oct. 9—23  
Bowers, W. T.—Apr. 24—29  
Brauer, A. J., Jr.—Sept. 4—18; Oct. 16—48  
Braun, Walter—Oct. 16—49  
Bregman, Archie—Oct. 16—50  
Bridges, Senator Styles—Jan. 2—34  
Buettner, Erhard H.—May 22—24

Carr, Arthur J.—June 12—23  
Chadwick, Frank J.—Jan. 9—15  
Cheston, Lynette—Feb. 20—62  
Cirillo, Vito M.—Dec. 4—14

Cohen, Abe—May 1—19  
Colton, Victor—Oct. 16—49  
Corcoran, Ray L.—Feb. 6—48  
Craig, Karl S.—Sept. 11—30  
Craver, E. A.—Oct. 16—53  
Culver, E. M.—Oct. 16—57  
Curry, Elzie—Mar. 13—32  
Curtis, John A.—Feb. 27—18

Dacier, Urban J.—Jan. 23—31  
Davidson, Sylvia—Oct. 16—64  
Davis, Samuel—Oct. 16—77  
Dearborn, Dewitt C.—June 19—22  
Denberry, Irene—Jan. 16—33  
Dodge, C. F.—Aug. 14—30  
Doida, Nicholas R.—Apr. 24—27

Edison, Chaz.—May 29—29  
Edscom, Ben E.—Aug. 21—72; Sept. 4—11  
Eisendrath, Eleanor—Oct. 16—60  
Elliot, Donald O.—Mar. 13—12; Sept. 25—60  
Ellis, Lew—Oct. 30—12  
Estes, Ivan—Nov. 27—17  
Ewe, Ralph H.—June 19—48

Farber, Evelynne—Feb. 20—62  
Ferrie, Gordon T.—Oct. 16—53  
Fleming, Wm.—July 31—13  
Flynn, Michael F.—Nov. 13—17  
Foot, E. H.—Aug. 14—30  
Foot, S. B., II—Aug. 14—30  
Foote, John—Jan. 16—15  
Frost, Gustave—Mar. 27—9

Gaboury, M. N.—Feb. 20—78  
Gallup, C. Westcott, Jr.—Apr. 3—29  
Geller, Monroe—Nov. 13—28  
Giles, Cary S.—Jan. 23—34  
Gold, Arthur—Nov. 20—30  
Goldstein, Alan—Oct. 16—38  
Gonneville, Paul—Aug. 28—29  
Green, Betty—Feb. 13—22; Nov. 20—17  
Guarini, Dr. Luigi—July 24—27  
Guntrup, Marian J.—Mar. 13—21

Hahn, Gilbert—May 22—28  
Hahn, Wm.—Oct. 30—11  
Haley, Lucille—Oct. 16—63  
Hamel, Geo. E.—Oct. 23—12  
Hamilton, Sylvie—Jan. 23—33; Apr. 24—40  
Hanes, A. T., Jr.—June 26—13  
Hawes, Elizabeth—Oct. 16—32  
Hawkins, M. L.—Feb. 13—14  
Heartel, Victor W.—Jan. 16—17  
Helpel, George L.—Dec. 18—20  
Henderson, Bancroft W.—Feb. 6—61  
Henry, Edith E.—Oct. 16—52  
Heas, Geo. B.—Sept. 4—17  
Hickey, Jos. F.—Mar. 13—22  
Hickey, Wm. F.—June 26—14  
Hickman, Edw. W.—May 15—16  
Hodges, Theodore—Aug. 21—79  
Hollander, Theodore C.—Sept. 25—58  
Holly, Ben—Jan. 16—17  
Howard, Willard—Sept. 11—19

Jackson, Merie E.—Sept. 11—26

## Season's Greetings and Best Wishes for 1955

THE AULSON TANNING MACHINERY CO.  
OAK ST., SALEM, MASS.

## LEATHER

YESTERDAY — TODAY —  
ALWAYS

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AMERICAN EXTRACT CO. PORT ALLEGANY, PA.

# J. CHAFFARDON

Specialty of  
Fat Liquor for Leather

209 Market St.

Lynn, Mass.

Jarman, W. Maxey—Oct. 16—27  
Johnson, Walter J.—Oct. 16—64  
Joyce, Faie—Oct. 16—47

Kaplan, Archie—Mar. 13—17  
Kaufman, Zenn—Sept. 25—52  
Kean, Geo. A., Jr.—Sept. 25—57  
Keith, Sumner—Nov. 13—19  
Kingsbury, Warren E.—July 10—28  
Kirkwood, Robt. W.—Sept. 11—26  
Kline, John—Oct. 2—25  
Klump, Ruth—Oct. 16—47  
Kreider, D. H.—Oct. 16—59  
Kuhn, Carl N.—Apr. 17—27

Leverenz, Robt. H.—Feb. 6—34  
Levine, Max—Apr. 10—22  
Levy, H. C.—Feb. 6—32; Oct. 16—56  
Lipton, Henry—Oct. 16—38  
Lott, deForrest—Jan. 16—23  
Loughrey, Chas H.—June 5—14  
Lynch, H. E., III—Oct. 16—40

Marshall, Donald P.—Aug. 21—70  
Martin, Tony—Apr. 10—32  
Markorati, Ricardo C.—Sept. 18—17  
Mason, Mrs. Betty—Sept. 25—6  
Mason, Chas. E., Jr.—Apr. 24—26  
McCaffrey, Jos.—Oct. 16—57  
McCarthy, Robies—Oct. 16—58  
McCleary, Dr. Harold R.—Mar. 6—31  
McManus, Joan—Jan. 23—16  
Miller, Chas. H.—Nov. 6—57  
M'Ladota, John N.—Aug. 28—16

Moe, Wm.—Jan. 9—28  
Moore, Charles F.—Dec. 18—20  
Morgan, John W.—Jan. 23—48  
Murphy, Robt. P.—Sept. 25—57  
Nacht, Geo.—Nov. 20—34  
Nazzaro, Carmine—Oct. 9—34  
Nelson, Ralph—Dec. 11—31  
Neunuebel, Thelma C.—Oct. 16—52  
Nichols, H. C.—Sept. 11—18  
Noonan, Robt. J.—Oct. 2—19

O'Brien, T. F.—Dec. 18—20  
Osgood, Charline—Oct. 16—28  
Otto, Dr. Gerhard—Mar. 20—31

Parent, Louis J.—Jan. 23—35  
Potts, Chas. T.—Mar. 6—15  
Potvin, R. J.—Oct. 16—50  
Prichard, Wm. W.—Mar. 27—15  
Printon, Thos. A.—Apr. 10—24

Reed, B. E.—Feb. 6—34  
Reese, H. H.—Nov. 20—22  
Reinhart, J. B., Jr.—Oct. 16—59  
Richardson, Carlton Y.—Apr. 17—35  
Ritter, H. S.—June 19—56  
Roessel, Eugene J.—Nov. 20—56  
Rogers, Jack—Oct. 16—49  
Roll, Bernard—Jan. 9—15  
Rose, Duke—Oct. 16—40  
Rossi, Carmine—Oct. 9—18  
Rote, Herbert—Apr. 3—19  
Fred RUEPING Lea. Co. Executives—Aug. 7

—Cover  
Rueping, Frederick—Aug. 7—7  
Rueping, Wm. R.—Aug. 7—7  
Ryan, Anthony A.—July 17—27

Sachs, Norman—Nov. 20—49  
Sandler, Jack—Oct. 16—52  
Schaden, Leonard—Mar. 6—14  
Schlosberg, Chas.—Feb. 6—35  
Schueler, C. R.—Mar. 20—11  
Scott, Gerard D.—Jan. 16—17  
Seeley, Earl E.—Dec. 11—24  
Record, Dr. Arthur—Feb. 6—27  
Shaffer, M. Robt.—Oct. 16—40  
Shaftan, Bernice M.—Oct. 16—47  
Sheskey, Wm.—Sept. 4—16  
Simard, Rene—Oct. 16—65  
Sinclair, John R., Jr.—Dec. 11—18  
Sinclair, Russell W.—Apr. 17—27; Aug. 7—30  
Siverd, Clifford D.—Feb. 6—49  
Sleater, Kay—Feb. 13—13; May 29—9; Nov. 20—44  
Slosberg, Samuel L.—Oct. 30—15  
Smith, Douglas M.—Mar. 6—15  
Smith, Margaret—Oct. 23—13  
Spain, Richard F.—Mar. 27—31  
Spiegel, Sidney—Nov. 20—32  
Stern, Hyman—May 22—36  
Street, Commander Leslie C.—Jan. 23—52  
Swing, Geo. T.—June 19—47

Terhune, Everit B., Sr.—May 29—19  
Thomas, Danny—Apr. 10—32


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


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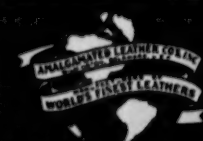
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Thompson, John R.—Mar. 6—26  
 Thompson, Warren B.—Oct. 9—18  
 Thoratensen, E. B.—Aug. 14—30  
 Toor, Harold O.—Sept. 4—17  
 Tremaine, Breckenridge K.—Nov. 13—15  
 Tremaine, Edw. G., Jr.—Nov. 20—50  
 Trent, Barbara—Oct. 16—61  
 Tucker, Sophie—Apr. 3—18  
 Tuttle, Earle H.—July 10—28

Walker, Lewis B.—Mar. 20—18  
 Walsh, Johnnie—Oct. 16—48  
 Watson, Merrill A.—Sept. 4—16  
 Weber, Fred J.—Feb. 6—32; Oct. 16—56  
 Welch, Thos. D.—Sept. 11—30  
 Westbrook, Jack—May 22—30  
 Wheeler, A. V.—July 24—29  
 White, Eli—Feb. 6—35  
 Whitehead, Jas. F., Jr.—Dec. 11—12  
 Wigginton, Matt S.—Apr. 10—32  
 Wilson, Gordon J.—Oct. 16—53  
 Winchester, Vern H.—July 3—26  
 Wohl, David P.—May 8—14  
 Worrell, Wm. J.—Feb. 13—15  
 Wynkie, Louis H.—Apr. 10—33

Yeomans, Betsy—Oct. 16—48

Zent, Morrel P.—Aug. 7—30

## NEW DEVELOPMENTS AND PRODUCTS

### A

Sewing Machine Stand by AMERICAN  
 SAFETY TABLE—Oct. 2—14  
 New ARMY Lasts—Jan. 2—16  
 Three New Products by ATLAS REFINERY—  
 Nov. 20—46  
 Rotary Spray Unit Developed by AULSON  
 TNG, MCHY.—Feb. 6—43

### B

BASKET WEAVE Mtl. by Cooney-Weiss—Sept.  
 4—34  
 BASKET WEAVE Embossed Lea. (Source:  
 Loewengart & Co.)—Sept. 11—18  
 B. B. CHEM. New Sole Cement—Oct. 2—12  
 BIAS BINDING by American Stay—Sept. 4—  
 34  
 "Moldatite," New BINDING by United Stay  
 —Sept. 4—32  
 Soft BOX TOE "Vitasted" by Stedfast Rub-  
 ber—Feb. 27—9  
 BRAIDED STRAW and Embroidery by Waver-  
 shoe—Sept. 4—32  
 New Fan BUCKLE and Flap Buckle by Ronci  
 Co.—Mar. 13—16  
 Roller BUCKLE by North & Judd—Sept. 4—30

### C

Plastic "See-Thru" CABINETS—Oct. 16—79  
 3 New Latex Type CEMENTS developed by  
 Dewey & Almy—Jan. 30—17  
 New Oil Seal and Packing by CHICAGO RAW-  
 HIDE—Feb. 20—94  
 CLICKING PAD by Pawling Rubber Corp.—  
 Feb. 27—9  
 Hydraulic CLICKING PRESS by Atlas Shoe &  
 Sewing Mch. Co.—Feb. 27—10  
 COLOR METER—Oct. 16—84  
 CORDUROY Suede Calf—Aug. 14—12  
 "Sofline" COUNTER by Proctor Counter Co.  
 —Feb. 27—10  
 COWGIRL HEEL by Atlantic Heel Co.—Mar.  
 13—16  
 New Rubber Base CREPE Cement by URMC  
 —Oct. 30—20

### D

DEEP PILE Cuff Trim by Borg Fabric Divn.  
 —Mar. 13—16  
 Insole and Adhesive developed by DEWEY &  
 ALMY—Feb. 13—13  
 DOW CORNING New Machine Tests Water-  
 proof Lea.—Apr. 17—28  
 DRY CLEANABLE Suede by John Flynn—  
 Nov. 6—55  
 New DU PONT Process to make Suede Water-  
 Resistant—Sept. 4—20  
 "DURALENE" New Upper Lea. Finish by  
 B. B. Chem.—Aug. 28—14

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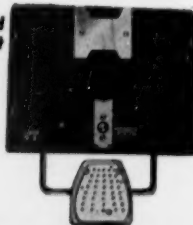
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## E

ELECTRO-VENT System Increases Porosity of Ftwr. Mts.—July 24—14  
New EMBOSSED LEATHERS at N.Y. Show—Sept. 11—16

## F

New FABRICS by Starlight Fabrics—Mar. 13—16  
Skidproof FLOOR COATING—Aug. 14—31  
New Type Ftwr. FOAM by Goodyear—Feb. 27—12  
New FOAM Applications by Lynn Innersole—Sept. 4—33  
New Features Incorporated in '54 FOSTORIA Localite Line—Feb. 20—62  
FRUIT TRIMS by Hub Stay—Sept. 4—32

## G

GEORGIA LEA. CO., Newark, Announces New Backing Mtl.—Feb. 6—43  
GOLD-TONED Trims by F. Ronci—Sept. 4—34  
"Airfoot" developed by GOODYEAR TIRE—Feb. 23—24  
Velvet GORE by Moore Fabrics—Feb. 27—9  
New GORING by Moore Fabric—Sept. 4—34

## H

HARLEQUIN Print Cotton by Majestic Fabrics—Sept. 4—32  
HEBB'S New Bark-tanned Lining Lea.—Feb. 20—93  
New Built-Up HEELS by Atlantic Heel—Sept. 4—30  
Mechanical HIDE-PULLING Mch. by Can-Pak—Aug. 7—15  
HIGH VACUUM PROCESSES, INC., Cuts Skin Shrinkage—Jan. 2—15  
HYDRAULIC CUTTING MCH. by USMC—Feb. 27—11  
HYDRAULIC MOULDING Press—Dec. 11—16

## I

INNERSOLE RIB by Prime Mfg. Co.—Feb. 27—12

## J

New Counter introduced by GEO. O. JENKINS CO.—Jan. 23—31

## L

Metal LACING TIPS by Haverhill Shoe Novelty—Mar. 13—16  
New "LARIAT" STITCH by Advance Silk Thread Corp.—Feb. 27—11  
New LAST by Multiflex Last Link, Inc.—Feb. 27—9

## M

MANUFACTURES SUPPLIES Shows New Skiver—Apr. 3—19  
MINK Shoe Bow by Phil Lorman—Sept. 4—32

## N

Sewing NEEDLES, "Gold Shank" by Singer Sewing Mch. Co.—Feb. 27—12  
NYLOSTRAW Mesh by J. Einstein—Sept. 4—32

## P

Tanning Agent developed by PACIFIC LUMBER CO.—June 19—31  
PLASTIC Shoe Trimming by Pero & Daniels—Mar. 13—16  
PLASTIC Shoe Trimming—Sept. 4—31  
Novelty PLASTIC by Phillips-Premier—Sept. 4—32

Porous PLASTIC INSOLE by USMC—Apr. 10—16  
 PLASTIC PEARLS by L. Drexsage—Sept. 4—29  
 New PLASTIC TEARDROPS by Bowcraft—Sept. 4—33  
 Dewey & Almy Chem. Co. New PLASTIC WELTING—May 22—36  
 Reverse PLATFORM WELTING by Barbour Welting Co.—Feb. 27—12  
 POLYETHYLENE MIDSOLE by Lawrence Process Co.—Feb. 27—10

## R

REGANO'S New Soft Box Toe for Men's—May 8—22  
 Pompadour RIBBON BRAID by Lawrence Schiff—Sept. 4—31  
 RIZZI Produces New Yng. Mchs.—Jan. 2—33  
 RUBBER HEEL by B. F. Goodrich Co.—Feb. 27—9  
 New Mch. for Attaching RUBBER SOLES & Heels to Lea. Uppers—Apr. 24—28

## S

Cementing Mch. by SCHAEFER MCH. CO.—Feb. 13—16  
 First Mch. Ready for SECOTAN PROCESS—Feb. 20—67  
 Hydraulic SETTING OUT Mch. Announced by Rizzi of Modena, Italy—Feb. 27—31  
 SHAIN'S Dacron Uppers for Nurses' Shoes—July 3—10  
 New SHOE CONSTRUCTION Offered by Boyd-Jones—Apr. 24—29  
 New SHOE TRIMMINGS by Fred Frankel—Sept. 4—30  
 New SIDE LASTING WIRE by C. S. Pierce—Nov. 13—17  
 Three-Step SKIVER by Manufacturing Supplies—Feb. 27—9  
 SLIPPER OUTSOLE, "Soft-Cel" by American Blitrite—Feb. 27—10  
 Cushioned SOCKLINING by Piever Backing—Sept. 4—31  
 SOLE ATTACHING Cement by Union Bay State—Mar. 13—16

SOLE-CEMENTING Mch. by Lamac Process Co.—Feb. 27—11  
 SOLING MTL. by Consolidated Rubber—Sept. 4—34  
 SORTING LIGHT by L. Court Butler, Inc.—Mar. 20—23  
 New SPLITTING MCH. by USMC—June 26—14  
 Vinyl SPONGE Plastisol by Watson-Standard Co.—May 15—14  
 SPONGE INNERSOLE by Prime—Feb. 27—10  
 STAMPER AND EMBOSSESS Mch. by Atlas Shoe & Sewing Mch. Co.—Feb. 27—11  
 ISMC'S McKay STAPLE LASTER—June 26—25  
 Mch. to STAPLE SIDE Laster by ISMC—Feb. 27—10  
 Miniature STAPLER by Acme Staple Co.—Feb. 27—10  
 Stretchable STRAW by Lushan Co.—Sept. 4—31  
 Simulated STRAW by Federal Lea.—Sept. 4—34  
 STRING BOWS by E. E. Weller Co.—Sept. 4—32  
 STRIPPING MCH. by W. S. Bessett, Inc.—Feb. 27—12  
 "East-No-Lint" SUEDE by Eastmor—June 26—15

## T

New TAG MCH. by American Tag Co.—Mar. 13—16

## U

UNDERLAY MTL. by Hailey-Cate Co.—Sept. 4—35  
 UNION BAY STATE Announces Two New Sole Attaching Cements—Feb. 6—49  
 New Heel Finishes by UNION BAY STATE Co.—Nov. 6—53  
 New Hydraulic Cutting Mch. by USMC—Feb. 13—16  
 USMC'S New Vinyl Plastic Insole Mtl.—Oct. 30—18  
 UPPER SHAPING Mch. by Louis G. Freeman Co.—Feb. 27—12

## V

VELLUTO, New Textured Lea.—Jan. 16—18  
 New VINYL COATING—Oct. 16—81  
 VINYL WRAPPER by Middletown Rubber—Sept. 4—29

## W

WEDGE HEEL & Platform Strips—Sept. 4—33  
 WEDGE HEELBOARD by K & S Mfg. Co.—Sept. 4—29  
 Plastic WELTING by Wright-Batchelder—Feb. 27—10  
 Twin-Tone WELTING by Lawrence Process Aug. 21—81  
 Printed WELTING & Woven Lea. by Ouimet—Sept. 4—33  
 WILLOW-WEAVE, New American-loomed Lea.—Aug. 14—18  
 Automatic WOOD HEEL SCREWING-ON MCH. by Sandt—Feb. 27—11  
 New WORK GLOVE LEA. by Gebhardt—Nov. 6—57  
 WOVEN LEA. and Nylon by Gilbert Freeman—Sept. 4—29  
 Imported Stretchable WOVEN STRAW by Bay State Fabrics—Sept. 4—30

## Z

New ZIPPER Shoes by Wm. Alan Shoe Co., Brooklyn—Feb. 13—16

## EDITORIALS

Not Purchasing Power But Consuming Power Holds the Answer to Prosperity—Jan. 2—5  
 Ben Gold, That Self-Professed American Patriot, Links Up with the Strangest Bedfellows—Jan. 9—5  
 Need "Talent Scout" Program to Attract Young Management Prospects for Lea. Industry—Jan. 16—5  
 Can We Have Stabilized Prices and a Truly Progressive Economy?—Jan. 23—6  
 Rehabilitate 17,000 Prison Shoe Workers—Jan. 30—5

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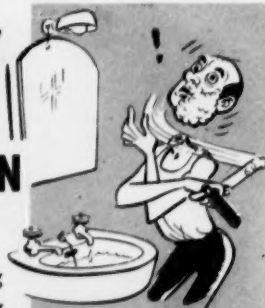
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Bottom \_\_\_\_\_

Back Strap \_\_\_\_\_

Eyelets \_\_\_\_\_

Buckle \_\_\_\_\_

Laces \_\_\_\_\_

Facing \_\_\_\_\_

Counter Part \_\_\_\_\_

Binding \_\_\_\_\_

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98987		36	98987	36	98987
98987		36	98987	36	98987
98987		36	98987	36	98987

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New Science of Cybernetics Holds Promise—Feb. 6—22

Public Authority on Shoes—Chiropodists or the Shoe Men?—Feb. 13—5

Visiting Foreign Shoe Men Failed to See the Real Secret—Feb. 20—36

Money Ain't The Root of All Successful Shoe Selling—Feb. 27—5

No Reason for a Negative Attitude in Shoe Business—Mar. 6—8

The "Trend" Toward Increased Spending for Soft Goods is Myth Not Fact—Mar. 13—5

The Trouble With Men's Shoe Business: Lack of Opportunism—Mar. 20—5

Fashion Has Yet to Come of Age in Shoe Business—Mar. 27—5

"Only The Consumer Knows"—Fresh Approach to Shoe Selling—Apr. 3—6

An Old Suspicion Proved: Ben Gold Still a Communist—Apr. 10—6

New Patterns of Living Open Vast Potential for Shoes—Apr. 17—6

Is Shoe Business "Closing" Its Summer Season Too Early?—Apr. 24—12

An "Experimental Store" Would Prove Profitable Laboratory—May 1—5

The Irresponsible "Alarming Statistics" Regarding Foot Defects in Children—May 8—6

Tanners Must Alert to Changes in Consumer Markets—May 15—6

Rising Productivity Creating a Labor-Management Problem—May 22—8

"Madam, Is This Something You Might Have in Mind?"—May 29—5

Selling Feature of Long Wear Backfires on Shoe Business—June 5—6

The Ben Gold Case: A Sober Lesson—June 12—6

Consumer Buying—Trend to Lower-Priced Merchandise?—June 19—8

Maybe It's Heresy, But—More Women Should Sell Shoes—June 26—5

Rubber-Canvas Ftwr. Rise Significant for Shoe Industry—July 3—4

Room for a New Basic Type: After-School Shoes—July 10—5

Contributing Creative Ideas Can Expand Leather's Markets—July 17—6

We Create Fashion, But How Well Do We Sell It?—July 14—5

The Shoe-Selling "Seasons" Are a State of Mind—July 31—5

The Role of Lower Prices in Higher Shoe Consumption—Aug. 7—4

Half of Our Shoes are Sold Through Untrained Salesmen—Aug. 14—5

"Sensible" Shoes are Fine, But a Dame is a Dame—Aug. 21—16

Louis May Be a Heel But the Women Love Him—Aug. 28—5

"Negative Selling"—Bottleneck Slowing Men's Shoe Business?—Sept. 4—6

Hide Prices Alone Don't Make Shoe and Leather Prices—Sept. 11—6

Open-to-Buy Policy Trend Moves Into Leather Business—Sept. 18—6

Fashion Turnover Isn't Enough; Fashion Merchandising Needed—Sept. 25—8

Shoe Industry Productivity—More Assumed Than Real?—Oct. 2—4

No Progress Can Be Expected at the Expense of Wages—Oct. 9—5

The Shoe Industry May Be Stable But It's Never Static—Oct. 16—14

Let's Face It: Shoes are a "Deferrable-Purchase" Item—Oct. 23—6

From Gold to Feinglass—Shift from Red to Deep Pink—Oct. 30—6

A "Surplus" is Only Something Somebody Hasn't Tried to Sell—Nov. 6—6

How a Single Word Can Hamstring a Union—Nov. 13—6

The Important Question Is: What's a "Normal" Inventory?—Nov. 20—8

Fashion: The Most Powerful Selling Tool in Shoe Business—Nov. 27—6

Is There Really a "Saturation" Point To Footwear Consumption?—Dec. 4—7

The Theme of Extra-Pairage Has No Place in Shoe Business—Dec. 11—5

## AUTHORS

(Includes Speakers)

ADAMS, DOROTHY, "Importance of Textured Fabrics, Leathers"—Oct. 16—60

ANDERSON, DOROTHY W., "New Era in Shoe Fashions"—Oct. 16—60

ANDERSON, MAGDALENE, "Paul Riedell Makes Specialty of Producing Footwear for Skaters"—Mar. 27—12

BLACKFORD, DENNIS A., "New Techniques for Faster Tng."—Nov. 6—39



BOZAICH, STANLEY, "Color Picture in Men's Shoes"—Oct. 16—38  
 BRAUER, A. J. JR., "Color in Women's Shoes for Spring-Summer '55"—Oct. 16—48  
 BRAUN, WALTER, "Women's Casual Shoes for Spring-Summer '55"—Oct. 16—49  
 BREGMAN, ARCHIE, "Trends in Women's Casual Ftwr. for '55"—Oct. 16—50  
 BUCK, LUCIEN, "New Tng. Mch. Ups Output, Lowers Costs"—Nov. 6—46  
 BUETTNER, ERHARD H., "Cooperative Projects Essential to Tng. Industry Progress"—May 22—24; "President's Report at Tanners' Convention"—Nov. 6—21

CASNOCHA, JOS. A., "Analysis of Colors and Dyes"—May 8—17  
 CHAIN, J. T., "Retanning Side Lea. with Reduced Chrome"—Jan. 23—42  
 COLTON, VICTOR, "Specific Trends in '55 Ftwr."—Oct. 16—49  
 CRAVER, E. A., "New Colors, Leathers for Young Men's Shoes"—Oct. 16—53  
 CULVER, E. M., "New Colors in Little Boys' Shoes for Spring"—Oct. 16—57

DAVIDSON, SYLVIA, "Shoe Fabrics for Spring-Summer '55"—Oct. 16—64  
 DICKINSON, THOS. A., "Hycar Resins Open New Fields in the Processing of Leathers"—Jan. 9—12; "Advantages of Using Elastothimers for Processing Industrial Leathers"—Apr. 3—15; "Finishing with Leather Dust—New Potential for Waste Products"—May 29—12; "Current Researches Hold Promise of Revolutionizing Tanning Methods"—June 5—13  
 DREW, EDW. L., "Domestic Rawstock Outlook"—Nov. 6—34

EAGAN, S. F., "Simplification Through Technology"—Feb. 6—31  
 EDSCORN, BEN E., "Measuring the Shoe Market"—Sept. 4—11  
 EISENDRATH, ELEANOR, "Super-Abundance of Color"—Oct. 16—60

FERRIE, GORDON T., "Trend in Casual Shoes for Young Men"—Oct. 16—53  
 FORD, STEPHEN, "Application of Sulfated Oils in the Fatliquoring Process"—Feb. 27—25  
 FROST, GUSTAVE, "Impressive Strides in Technology Being Made by Shoe Industry"—Mar. 27—9

GERWIN, ROBT. F., "Style Picture for Little Girls' Ftwr."—Oct. 16—56  
 GLASS, IRVING R., "How Consumers Can Be Motivated to Buy More and Better Shoes"—Mar. 6—16  
 GOETZ, A. W., and ALPS, H. A., "Effects of Green Flething"—Jan. 23—19  
 GOLDSTEIN, ALAN, "New Trend in Men's Ftwr."—Oct. 16—38  
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## ABBREVIATIONS

AFL—American Federation of Labor.  
ALCA—American Leather Chemists Assn.  
ASA—American Standards Assn.  
ASTAPA—Armed Services Textile and Apparel Procurement Agency.  
BLS—Bureau of Labor Statistics.  
BSAC—Brotherhood of Shoe and Allied Craftsmen.  
CIO—Congress of Industrial Organizations.  
CPSLA—Central Penna. Shoe and Lea. Assn.  
FEA—Foreign Economic Administration.  
FPI—Federal Prison Industries, Inc.  
FTC—Federal Trade Commission.  
IFLWU—International Fur and Leather Workers Union.  
ISMC—International Shoe Mchy. Corp.  
LIA—Leather Industries of America.  
MASRA—Middle Atlantic Shoe Retailers Assn.  
NAIHS—National Assn. of Importers of Hides and Skins.  
NASCS—National Assn. of Shoe Chain Stores.  
NCISR—National Conference of Independent Shoe Retailers.  
NE—New England  
NESF&SA—New England Shoe Foremen and Supts. Assn.  
NESLA—New England Shoe and Lea. Assn.  
N.H.—New Hampshire.  
NHA—National Hide Assn.  
NLRB—National Labor Relations Board.  
NSI—National Shoe Institute.  
NSMA—National Shoe Mfrs. Assn.  
NSRA—National Shoe Retailers Assn.  
NSTA—National Shoe Travelers Assn.  
NY—New York  
OIT—Office of International Trade.  
PPSSA—Popular Price Shoe Show of America.  
QMC—Quartermaster Corps.  
RFC—Reconstruction Finance Corp.  
SLSMA—St. Louis Shoe Mfg. Assn.  
TC—Tanners' Council.  
210—210 Associates.  
UK—United Kingdom.  
USAF—United States Air Force.  
USES—United States Employment Service.  
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## Deaths

**Joseph Michaels** . . . 75, prominent shoe executive, died Dec. 28 in a Buffalo, N. Y., hospital following a short illness. He had been rushed to the hospital on Sunday, Dec. 26. A veteran of the industry, Michaels was buyer for all Regal Shoe Stores from 1901-1912, shoe and merchandise buyer for Saks Fifth Ave. in New York from 1913-1920, and buyer and general manager of I. Miller Sons, Inc., from 1921-1923. He operated his own retail shoe store for many years before his retirement. Surviving are his wife and a son.

**Joseph B. Rubin** . . . shoe manufacturer, died Dec. 22 at Miami Beach, Fla., where he had a winter home. He was president of Rubin Bros. Footwear, Inc., New York stitchdown shoe firm. Surviving are his son, Ralph; a brother, Jack; and his nephews, Elliott and Cyrus, all officers of Rubin Bros. His wife, Lee; a brother, Maxwell, and four sisters also survive.

**William J. Fernandez** . . . shoe pattern executive, died recently in St. Louis, Mo. He was vice president and co-founder of Patco, Inc., St. Louis shoe pattern firm, and a veteran of the pattern industry.

**Frank P. Knack** . . . 59, tanning supplies executive, died Dec. 21 at Saratoga Hospital, Saratoga Springs, N. Y., where he had been taken ill while on a business trip. He was district manager for F. C. Huyck & Sons, Rensselaer, N. Y., manufacturer of wringer felts for the tanning industry. He joined the Huyck firm in 1923 as a salesman and had been made district manager in March of this year. Surviving are his daughter, Margaret F., and a sister, Mrs. Edward Allfrey.

**Charles W. Lizer** . . . tanning executive, died suddenly Dec. 18 in Williamsport, Md. Well-known throughout the tanning and shoe industry, he was general manager of W. D. Byron & Sons of Maryland, Inc.

**Harry J. Miller** . . . 59, tannery superintendent, died Dec. 20 in Parsons (Pa.) Hospital following a week's illness. A veteran of 23 years' service with the Armour Leather Co., he was superintendent of the Parsons plant and had previously served in that capacity at several other Armour plants. He leaves his wife, Jane E.; a daughter, Mrs. Leonard Cheadle; two grandchildren and two sisters.

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## Coming Events

Jan. 15, 1955—Annual Banquet of New England Shoe Superintendents' & Foremen's Association. Hotel Statler, Boston.

Jan. 16-19, 1955—41st Annual Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

Feb. 27-March 2, 1955—Allied Shoe Products and Style Exhibit for Fall and Winter 1955. Hotel Belmont Plaza, New York City.

March 1-2, 1955—Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

April 24-27, 1955—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 1-5, 1955—Popular Price Shoe Show of America for Fall and Winter 1955. Sponsored by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

May 9-11—Spring Meeting of Tanners' Council of America, Inc. Princess Hotel, Hamilton, Bermuda.

May 22-25, 1955—Annual Convention, American Leather Chemists Association, New Ocean House, Swampscott, Mass.

June 12-13, 1955—Annual Spring Meeting of National Hide Association, French Lick Springs, French Lick, Ind.

Aug. 7-10, 1955—Allied Shoe Products and Style Exhibit for Spring and Summer 1956. Hotel Belmont Plaza, New York City.

Aug. 9-10, 1955—Official showing of American Leathers for Spring and Summer 1956, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

Oct. 23-27, 1955—National Shoe Fair. Sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other Chicago Hotels.

Oct. 27-28, 1955—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago, Ill.

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